

CITY OF BIRMINGHAM
ADVISORY PARKING COMMITTEE
CITY COMMISSION ROOM
151 MARTIN ST., BIRMINGHAM, MI
(248) 530-1850
REGULAR MEETING AGENDA
WEDNESDAY, APRIL 3, 2019, 7:30 A.M.

1. ROLL CALL
2. RECOGNITION OF GUESTS
3. APPROVAL OF MINUTES, MEETING OF FEBRUARY 6, 2019
4. PARKING GARAGE MANAGEMENT SERVICES OPERATOR RECOMMENDATION - ACTION
5. SMARKING - DATABASE PRESENTATION - UPDATE
6. CITY SPONSORED ON-STREET VALET PROGRAM - MARKETING AND AD PROMOTION PROGRAM - UPDATE
7. WOODWARD / BATES STREET EXTENSION AND REDEVELOPMENT PROJECT - UPDATE
8. PARKING UTILIZATION REPORT AND FINANCIALS
9. MEETING OPEN FOR MATTERS NOT ON THE AGENDA
10. NEXT MEETING: MAY 1, 2019



Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

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City of Birmingham
ADVISORY PARKING COMMITTEE
REGULAR MEETING

Birmingham City Hall Commission Room
151 Martin, Birmingham, Michigan
Wednesday, February 6, 2019

MINUTES

These are the minutes of the Advisory Parking Committee ("APC") regular meeting held on Wednesday, February 6, 2019. The meeting was called to order at 7:35 a.m. by Chairman Al Vaitas.

1. ROLLCALL

Present: Chairman Al Vaitas
Vice-Chairperson Gayle Champagne
Anne Honhart
Steven Kalczynski
Judith Paskiewicz
Jennifer Yert

Absent: Regular Boardmember Lisa Krueger; Student Representative Anjay Yaple

SP+ Parking: Sara Burton
Jay O'Dell

Administration: Commander Mike Albrecht, Police Dept.
Tiffany Gunter, Asst. City Manager
Laura Eichenhorn, Transcriptionist

2. RECOGNITION OF GUESTS (none)

3. MINUTES OF REGULAR APC MEETING OF JANUARY 2, 2019

Motion by Dr. Paskewicz

Seconded by Mr. Kalczynski to approve the minutes of the regular APC meeting of January 2, 2019 as presented.

VOICE VOTE

Yeas: Paskewicz, Kalczynski, Champagne, Honhart, Vaitas, Yert

Nays: None

Abstain: None

Motion carried, 6-0.

4. CITY SPONSORED ON-STREET VALET PROGRAM – STAFF VENDOR RECOMMENDATION

Assistant City Manager Gunter reviewed her February 6, 2019 memorandum to the Committee on the item.

Both Mr. Kalczynski and Chairman Vaitas acknowledged having business relationships with In-House Valet. The possibility of recusal was discussed, and Chairman Vaitas advised that he and Mr. Kalczynski would proceed to rise above any predetermined ideas and make a recommendation out of their good judgment.

Assistant City Manager Gunter noted that the number of hours quoted between the bidders were the same, leading her to believe that The Transportation Network's significantly higher bid could possibly reflect estimated start-up costs of running the valet service in Birmingham. She continued:

- In-House Valet has been providing valet services to the City for over twenty years.
- Staff feels In-House Valet has been doing a good job, works well with the community, and is very responsive.
- She believes In-House Valet works outside of Birmingham as well.

Motion by Ms. Champagne

Seconded by Ms. Yert to recommend the City Commission to approve an agreement with In-House Valet Services to support an on-going City sponsored valet operation in downtown Birmingham.

VOICE VOTE

Yeas: Champagne, Kalczynski, Honhart, Paskewicz, Vaitas, Yert

Nays: None

Motion carried, 6-0.

5. SCOPE OF SERVICES: PARKING MANAGEMENT SERVICES

Gunter reviewed her February 6, 2019 memorandum to the Committee on the item. She advised that:

- The contract currently in effect for these services dates back to 1991, and does not clearly state the City's expectations for parking management services.
- Language in this RFP would allow the City to expand services as needed. This would allow the City to call upon the parking management team to assist with situations such as organizing parking for the Dream Cruise or

one-time valet events that might otherwise overwhelm the City's ordinary valet capacity.

- The City has asked for unit costs of hours and labor in the RFP in order to determine the remuneration to the parking management team for these occasional events. At those times the parking management team will be asked for a quote, and the APC will be empowered to recommend the City move forward with that quote or go out to bid for those services.
- Currently SP+ draws upon the labor already available in order to accommodate City needs, even during busier times, without requesting additional funding.
- In the case of something like adding in Lot 12, the RFP does not fully cover the management of an additional lot but does leave room for the City to negotiate with the future vendor about the possibility.
- Permitting for parking lots goes through the parking management vendor. Issues of enforcement are carried out by the Police Department.
- While there is no operation support on Sundays, the City is able to reach out to SP+ for an after-hours response.
- If the parking garages are currently approaching capacity the valet service is able to operate on an on-call basis. SP+ performs this service approximately ten days out of every month.
- City Attorney Currier would review the RFP once a recommendation is made by the APC. The contract contains standard language.

Mr. O'Dell of SP+ told the APC that there is sometimes maintenance staff in the parking garages on Sundays if there is a special project, and the Birmingham Police Department also has the emergency numbers for SP+. He also explained that SP+ employees are all cross-trained so that most team members could fulfill the valet needs quickly when they arise.

Police Commander Albrecht said officers are required to go through the structure at least a couple of times a day.

Motion by Ms. Champagne

Seconded by Ms. Honhart to direct staff to release the RFP for Parking Management Services on February 8, 2019.

VOICE VOTE

Yeas: Champagne, Honhat, Kalczynski, Paskewicz, Vaitas, Yert

Nays: None

Motion carried, 6-0.

Charman Vaitas thanked Assistant City Manager Gunter for her work.

6. PARKING UTILIZATION REPORT AND FINANCIALS

Gunter reported that the most recent parking utilization report and financials reflect normal activity and figures.

There were no questions from Committee members.

7. MEETING OPEN FOR MATTERS NOT ON THE AGENDA

Gunter noted that the City is working with Woodward Bates Partners to create a pre-development agreement which will lead to a final development agreement, design and development of the North Old Woodward structure with a minimum of 1,150 parking spaces, with a goal of 1,297 parking spaces. She continued:

- Staff is working to have a plan by the close of 2019 that will allow the City to begin demolition and construction of the garage. Staff will be simultaneously working on a parking mitigation plan for the 745 daily and monthly parkers pending City Commission approval.
- The pre-development agreement will be reviewed by the Commission at their February 11, 2019 meeting. Only the structure and roadway design are being considered by the Commission during their February 11, 2019 meeting; the private aspects of the project will be considered by the Commission when the final development agreement has been drafted and is ready to move forward.
- The final development agreement will contain an estimated final cost. The guaranteed maximum price will not be certain until the engineering design are complete.
- She cannot comment yet on which aspects of this project, if any, would be coming before the Committee. That answer will become clearer in the coming months.

Chairman Vaitas and Ms. Honhart requested any available updates about Lot 6.

Gunter informed the Committee the City is currently working on revised plans based on direction from the Commission. In addition, the majority of the islands in Lot 6 will likely have trees on them. Staff is waiting to hear about the anticipated affect of trees in Lot 6 on the Birmingham Farmer's Market and will provide updates on the matter.

In reply to Ms. Honhart, Gunter reported that while utilization of Lot 12 has increased it is still underutilized, with an available 225 passes and 180 sold. SP+ notes 40-60 vehicles using the lot daily. Seventy-five of the passes sold were bought by a company in anticipation of repairs on its own private parking lot, but its employees have not begun using the passes. Staff is in touch with the company and requesting updates in order to determine what the lot's oversell rate should be. The City sells the passes quarterly, and will be selling the remaining 45 passes during the next round.

Ms. Burton explained that individuals on the pass waitlist exhibit a strong preference against parking in a lot that would require them to cross Woodward to get into town. People being offered passes to Lot 12 are largely turning them down.

Mr. Kalczynski suggested the possibility of offering passes to Lot 12 at a discount.

Gunter said she could run a financial analysis and submit it to the Committee at its next meeting if requested.

The Committee confirmed that would be helpful.

In regards to the McCann-Erikson employee changes, Ms. Burton and Assistant City Manager Gunter said the City is unlikely to regain passes because they will be reissued to other employees.

Mr. O'Dell noted that it would likely have an impact on occupancy, which may result in a decreased need for the on-call valet.

In response to questions about the parking garage elevators, Ms. Burton explained SP+ is monitoring the issue and they frequently have people out to do repairs. She continued that the issues are inevitable in cold weather due to water leaking from the roof and the extreme temperatures. She confirmed that usually the elevator stops working with its doors open, so there have not been many issues with individuals in the elevator when it stops. SP+ provides signage at each entrance of the garages when the elevator is out of order, and additional signs on each level. In addition, SP+ will drive any individuals needing mobility assistance down to the front of the garage or back to the individual's car upon request.

Gunter explained that the doors have a sensor contact, and once they experience precipitation they are unable to correctly monitor whether the doors should be open or closed, which causes the elevator to stop operating. She is searching for a solution along with the City's Building Maintenance Team.

Police Commander Albrecht confirmed the parking meters are performing well during the cold weather.

Gunter shared with the Committee that the data integration process with Smarking is almost completed and the City should be able to begin to utilize the reporting functions within the next two weeks.

8. NEXT REGULARLY SCHEDULED MEETING

April 3, 2019

Advisory Parking Committee Proceedings
February 6, 2019

9. ADJOURNMENT

No further business being evident, the Chairman adjourned the meeting at 8:13 a.m.

Assistant City Manager Tiffany Gunter



MEMORANDUM

Office of the City Manager

DATE: April 3, 2019

TO: Advisory Parking Committee

FROM: Tiffany J. Gunter, Assistant City Manager

SUBJECT: Parking Management Services Operator - Recommendation

Introduction:

At the February 6, 2019 meeting the Advisory Parking Committee approved a Request for Proposals (RFP) to initiate a competitive bid process for a Parking Management Services Operator. It was envisioned that the successful bidder would have responsibility for the management and operations of our City owned off-street parking facilities for a minimum of three years with options to renew for future years. The RFP was released on Friday, February 8, 2019. The deadline for receipt of bids was set for March 8, 2019. Staff committed that the recommendation for the proposal that brings the best value to the City will be presented to the committee at the April 2019 meeting for consideration.

Four bids were submitted to the City for consideration. The following table illustrates the bidders and their respective rates per year to operate the structures:

Parking Management Firm	Cost Per Year/ Lump Sum*	Cost Per Month
Laz Parking	\$42,000	\$3,500
Premier Parking	\$66,000	\$5,500
Six Brothers Construction	\$5,000,000*	N/A
SP Plus Parking	\$46,500	\$3,875

Staff reviewed the proposals, as submitted, and recommends that the APC select SP Plus to continue to serve as the Parking Operator for the City.

The proposal from SP Plus included capital contributions to the parking operations that included the purchase of a dedicated power washer with the necessary trailer and pick-up truck totaling \$66,000. In addition, SP Plus sought to partner with the City to reduce queueing at the ingress and egress points of the garages by sponsoring the first year of an operating lease to introduce Parkonect readers at each of the Skidata kiosks that would total \$120,298. Finally, the rate structure, as proposed by SP Plus is an incentive based approach that involves the development of key performance indicators. The base management fee would be \$23,250. However, in order for SP Plus to achieve a total fee of \$46,500, they would have to meet all of the key performance indicators established at the onset of the contract as a condition of the negotiation. The proposal offered a more user friendly approach to garage management with the introduction of the amenity

bays, where a section of the garage could be identified to house amenities, such as an air pump for low tires, jumper cables, vacuum, and a squeegee for dirty windows. The proposal is attached to this memo for further inspection.

Laz and Premier Parking submitted proposals that met the requirements of the RFP. Premier's annual management fee was significantly higher. Laz Parking offered a management fee that was slightly less than SP Plus overall, but it was not incentive based.

Six Brothers Construction submitted a lump sum bid of \$5 million dollars through MITN, but did not attach any bid documents, time frame, or rationale for the lump sum figure. Staff did not follow up with the bidder, due to the fact that even with a five-year total contract, the cost per year would have totaled \$1 million.

Background:

The contract for parking management services has not been updated since 1991. The purpose of the solicitation was to address many items that weren't included in the original scope and ensure that the cost for these services remains competitive. Key items included in the scope that weren't outlined in the current contract include greater clarity in the following areas:

- Expectations of Management Staff to ensure key management personnel is dedicated to the City of Birmingham during business hours;
- Revenue Control and Program Management specifications to increase internal control protocols, which involves the new technology that didn't exist when the original contract was drafted;
- Specifications for cleaning and maintenance of the facility and equipment to support off-street parking are articulated clearly with a sample checklist provided for daily, quarterly, and annual activities; and
- Customer service and appearance guidelines for all employees are set forth in the RFP.

Staff believes that the responses to the RFP have achieved the objectives sought by the Committee. Once the parking management services contract is finalized, the committee can begin moving forward with the recommendations as provided in the Parking Strategies Report completed in Fall 2018.

SUGGESTED RECOMMENDATION:

To recommend that the City Commission authorize an agreement with SP Plus to support the Parking Management Operations for the five City owned parking decks and off-street surface lots for a total monthly management fee not to exceed \$3,875.

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Proposal Response to City of Birmingham's Request for Proposals— Off-Street Parking Management Services City of Birmingham, Michigan

Submitted to:

City of Birmingham
ATTN: **Tiffany J. Gunter**
Assistant City Manager
151 Martin Street
Birmingham, Michigan 48009



March 8, 2019



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Proposal Response to City of Birmingham's Request for Proposals— Off-Street Parking Management Services City of Birmingham, Michigan

Submitted to:

City of Birmingham
ATTN: Tiffany J. Gunter
Assistant City Manager
151 Martin Street
Birmingham, Michigan 48009



March 8, 2019

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400 Renaissance Center
Suite 908
Detroit, MI 48243

p. 313-965-3778
www.spplus.com

March 8, 2019

Tiffany Gunter
Assistant City Manager
City of Birmingham
151 Martin Street
Birmingham, MI 48009

Re: Proposal for Off-Street Parking Management Services

Dear Tiffany,

We want to thank you for this opportunity to provide our proposal in response to your Request for Proposal for Off-Street Parking Management Services for the City of Birmingham, Michigan.

As your current parking operator, **SP+** has a vast understanding of the City of Birmingham's parking system and the many stakeholders that rely on the system to operate seamlessly. **SP+** is uniquely qualified to provide the City of Birmingham a level of service and commitment that comes from our love of the City and our deep knowledge of every aspect of the operation.

The focus of **SP+** in the preparation of this Proposal was to identify key opportunities to **improve operational efficiencies, safeguard revenues** and to **apply new technologies** to enhance the customer experience while simultaneously allowing the conduit for improved financial performance.

To properly identify opportunities for improvement, we engaged the most relevant subject matter experts within **SP+** and our strategic technology partners, and conducted a thorough evaluation of the parking operations. We fully understand you will judge the value of our continued Partnership by the degree of improvement we will bring to the Birmingham parking system and the positive impact we have on improved revenues and controlling expenses.

Within our proposal, we detailed key opportunities to improve operations in all three key areas. These key opportunities for improvements are summarized as follows:

Enhanced Maintenance Program

SP+ understands that the aesthetic appearance of the parking facilities and the overall care of the parking asset are vitally important to the City of Birmingham. The garages are a reflection of the City and they should provide a safe; clean and inviting experience to all parking patrons.

As is the case with all great Partnerships, **SP+** is offering to contribute capital towards improving the maintenance operations. Specifically, we propose to contribute approximately \$66,000 to purchase a hot water power washer and trailer and a full size pickup truck as our commitment to both our relationship and confidence of the value we bring to the table as your Partner.

Having this type of equipment on hand to properly clean the parking decks will make an immediate and lasting difference in the overall cleanliness of the parking facilities. We have enclosed cut sheets of the type of equipment that would be purchased for your review.

Implementing New Technologies

Over the past 2 years, the revenue control equipment in the City of Birmingham parking facilities has been upgraded to new state-of-the-art Ski Data equipment. This equipment has proven to be reliable, and overall we have been satisfied with its performance. However, there is one glaring problem and that is the inability of the equipment to integrate with ParkMobile. ParkMobile is a leader in smart parking and mobility solutions and has been used very successfully in the City of Birmingham's on-street parking program.

At this point in time, one promising solution to this integration problem is Parkonect readers. Parkonect was designed to maximize profitability—increase revenues through creative, mobile-based products that today's customers seek while simultaneously minimizing costs through real-time, cloud-based management software and equipment that is nearly maintenance free as a result of almost no moving parts.

SP+ proposes that the City of Birmingham consider the merits of installing these readers in the parking facilities. Once installed parking patrons will be able to use the ParkMobile App to pay for their parking off-street just as they do now with on-street parking. This continuity will lend itself to a seamless experience for the customer and will provide for an excellent marketing tool for the parking system.

Additionally, **SP+** is prepared to provide financing of this equipment through an operating lease. The approximate cost of the readers and installation for all five parking garages is \$120,298. We have attached a price quote from Parkonect for your review.

Remote Management Services

Several years ago, **SP+** provided details of our Remote Management Service to the City of Birmingham Advisory Parking Committee (APC). While the APC was very receptive to the concept, the timing was not ideal due to the upcoming selection and install of the new SkiData revenue control equipment.

SP+ proposes the City now consider the advantages of implementing these services at all five garages. The approximate monthly cost to provide integrated monitoring service 24 hours per day, 6 days per week is \$8,820 (approximately \$2.83/hour per garage). We estimate that we will be able to reduce staffing levels by 120 hours per week, for an approximate payroll savings of \$143,000 annually.

These savings will not only free up funds to cover the cost of RMS but will allow for a cost savings for years to come, while providing an enhanced remote monitoring system.

Conclusion

Lastly, you will see from the enclosed cost sheet that we are proposing a different management fee structure. This includes a Base Fee of \$23,250 and an Incentive Fee of \$23,250. The incentive fee will be paid based on a set of KPIs. We have enclosed an example of what these KPIs could be based on. If this management fee structure is acceptable to the City, we would work closely with you to tailor the KPIs to the Birmingham parking operation.

We hope that our desire to structure our management fee in this way demonstrates our willingness to further partner with the City and have part of our compensation based on our performance. Additionally, we want to be clear that if cost is a factor in the selection process, **SP+** is willing to negotiate our management fee.

It is our hope, through the detail, specificity and creativity of the content of our Proposal, that the City of Birmingham will consider **SP+** the most qualified parking professional to continue partner with in order to maximize the value of the City of Birmingham's parking system.

We welcome the opportunity to personally meet with you soon for a meaningful discussion of our offers and to discuss the key components of our Proposal and the benefits of a continued partnership.

Sincerely,



Catherine Burch
Regional Manager



Contractor Identification

Operator Name

SP Plus Corporation ("SP+"); d/b/a **SP+ Parking**

Operator's Principal Places of Business

Chicago Headquarters

Address: 200 E Randolph Street, Suite 7700
Chicago, Illinois 60601

Phone: 312-274-2000

Detroit Regional Office

Address: 400 Renaissance Center, Suite 908
Detroit, Michigan 48243

Phone: 313-965-3778

Contact Representatives

Name: Nicole Hankins
Title: Senior Vice President
Phone: 206-909-5600
Email: nhankins@spplus.com

Name: Catherine Burch
Title: Regional Manager
Phone: 248-302-4881
Email: cburch@spplus.com

Company Tax Identification Number

SP+'s Federal Tax I.D. Number is **16-1171179**.

Company Overview

SP Plus Corporation ("SP+") provides professional parking, ground transportation, facility maintenance, security, event logistics, and baggage handling and related services to commercial, institutional, municipal, and aviation clients throughout North America. Our company was incorporated in the State of Delaware on September 24, 1981.

SP+ COMPANY STATISTICS

Employees:	23,500
Total Facilities:	3,400
Total Spaces Managed:	2 Million
Cities Operated In:	350
Annual Revenues:	\$1.468 Billion
Airports Operated:	70
Shuttles Operated:	700

SP+ operating groups include:

- + SP+ Airport Services
- + SP+ GAMEDAY
- + SP+ Healthcare Services
- + SP+ Hospitality Services
- + SP+ Municipal Services
- + SP+ Office Services
- + SP+ Residential Services
- + SP+ Retail Services
- + SP+ University Services

SP+ service lines include:

- + SP+ Event Logistics
- + SP+ Facility Maintenance
- + SP+ Parking
- + SP+ Security Services*
- + SP+ Transportation

*Services available in Canada only

Company History

SP Plus Corporation (Nasdaq: SP) was originally founded in Chicago, Illinois, in 1929 as Standard Parking. Starting with one downtown parking lot, we soon expanded to numerous locations including hotels and medical centers. In the 1950s, we started the first paid airport parking operation at Cleveland Hopkins International Airport. In the late 1970s, Standard Parking started a rapid expansion program that made it a national company. In 2013, Standard Parking Corporation merged with Central Parking Corporation, creating SP Plus Corporation, the largest parking management firm in the United States with operations in the U.S., Puerto Rico and Canada.



**ATTACHMENT B - BIDDER'S AGREEMENT
OFF – STREET PARKING MANAGEMENT SERVICES**

In submitting this proposal, as herein described, the Contractor agrees that:

1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

Nicole Hankins

February 27, 2019

PREPARED BY
(Print Name)

DATE

Senior Vice President

TITLE

nhankins@spplus.com

AUTHORIZED SIGNATURE

E-MAIL ADDRESS

SP Plus Corporation (d/b/a **SP+ Municipal Services**)

COMPANY

400 Renaissance Center, Suite 908
Detroit, MI 48243

206-909-5600

ADDRESS

PHONE

N/A

N/A

NAME OF PARENT COMPANY

PHONE

N/A

ADDRESS



**ATTACHMENT D - IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM
OFF – STREET PARKING MANAGEMENT SERVICES**

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

Nicole Hankins

February 27, 2019

PREPARED BY
(Print Name)

DATE

Senior Vice President

TITLE

nhankins@spplus.com

AUTHORIZED SIGNATURE

E-MAIL ADDRESS

SP Plus Corporation (d/b/a **SP+ Municipal Services**)

COMPANY

400 Renaissance Center, Suite 908
Detroit, MI 48243

206-909-5600

ADDRESS

PHONE

N/A

N/A

NAME OF PARENT COMPANY

PHONE

N/A

ADDRESS

16-1171179

TAXPAYER I.D.#



Client References

Detroit Area Clients

The following locations are among **SP+**'s current clients in the Detroit area. We have included these clients so that you may contact any or all of these references to inquire about our work.

GM Renaissance Center

Client: GM Renaissance Center
Contact: Natasha Kosivzoff
Title: Senior Real Estate Manager
Address: 400 Renaissance Center, Suite 2500
Detroit, MI 48243
Phone: 313-568-5629
Scope: Type of Operation: Valet & Self Park
Operated since May 2013
Capacity: 8,131 spaces – 6 garages, 4 surface lots, 3 valet services



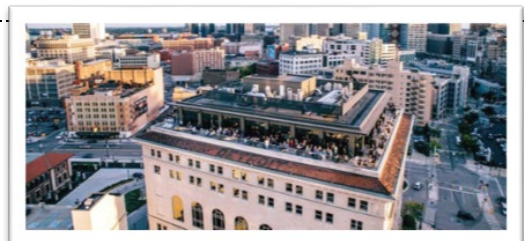
Detroit Metropolitan Wayne County Airport

Client: Wayne County Airport Authorities
Contact: Matt McGowan
Title: Director of Landside Services
Address: L.C. Smith Building, Mezzanine Level
Detroit, MI 48242
Phone: 734-955-8776
Scope: Type of Operation: Self Park Garages
Operated since 2002



Detroit Athletic Club

Client: Detroit Athletic Club
Contact: Kevin Heidisch
Title: Director of Security & Property Operations
Address: 241 Madison Avenue
Detroit, MI 48226
Phone: 313-442-1053
Scope: Type of Operation: Valet & Self-Park
Operated since 2002
Capacity: 656 spaces – 1 garage, 1 surface lot, 1 valet service



Municipal Client

As the largest municipal parking management firm in North America, **SP+ Municipal Services** has extensive experience managing municipal parking systems on every scale. We have included the following municipal reference that is comparable in quality and scope to that specified in this RFP.

City of Annapolis Parking System

Client: **City of Annapolis, Maryland**

Contact: **Rick Gordon**

Title: Director of Transportation

Address: 308 Chinquapin Round Road
Annapolis, MD 21401

Phone: 410-263-7964

Email: jrickgordon@annapolis.gov

Scope: 14 lanes across three (3) off-street garage facilities

Contract Start/End Date: July 1, 2016 - June 30 2025

SP+ Municipal Services and the City of Annapolis entered into a 10-year contract which began operation in 2016. **SP+** is responsible for providing turnkey parking management of nearly 1,400 off-street spaces and over 500 on-street parking spaces. Our team also provides administration and parking enforcement services for the City's expansive residential parking program using license plate recognition technology. During the first year of operations **SP+** implemented Parkmobile for mobile app services as well as reservation parking for the off-street parking assets, deployed new Genetec LPR equipment, converted to pay-by-plate multi-space meters through T2 Systems, and conducted a comprehensive parking study reviewing the impact of parking demand on the City's supply and infrastructure.



Client References for Senior Manager & Facility Manager

We have included the following client references for our Senior Manager and Facility Manager as specified by this RFP.

Jason “Jay” O’Dell – Senior Manager

Client Reference #1

Daniela Walters
Pontiac Downtown Business Association
Dwalters@patentco.com
248-292-2920 x246

Client Reference #2

Cathy Landra
Etkin Real Estate Solutions
Clandra@etkinllc.com
248-358-0800

Sarah Burton – Facility Manager

Client Reference #1

Kevin Heidisch
The Detroit Athletic Club
Kevinh@thedac.com
313-442-1053



Contract Terminations

Terminations for Breach/Contract Default Claims

In the ordinary course of its business, **SP+** does not maintain a repository that it can query to identify allegations of contract defaults or the reasons for the termination of a particular parking location. **SP+** acknowledges that it has negotiated early terminations of management contracts, has had management contracts terminated upon sale of the underlying property, and has had management contracts terminated for convenience by clients prior to their expiration dates, which is a right that is common in the parking management industry. Nonetheless, **SP+**'s retention rate is very high given the nature of the parking business and the high volume of facilities operated by **SP+**.

While **SP+** has been subject to some default allegations, they have typically been resolved to the satisfaction of both parties or, in rare instances, resulted in a negotiated early termination of the contract. Some disputed allegations of default have even resulted in litigation, but within the last five years, there has not been a court judgment finding that **SP+** breached any contract under which it operates any parking location.





**ATTACHMENT C - COST PROPOSAL
OFF STREET PARKING MANAGEMENT SERVICES**

In order for the bid to be considered valid, this form must be completed in its entirety.
The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

Attach technical specifications for all proposed materials as outlined in the Contractor's Responsibilities section of the RFP

COST PROPOSAL	
ITEM	BID AMOUNT
Base Management Fee	\$ 23,250.00
Incentive Fee (based on KPIs)	\$ 23,250.00
Approx. Operating Expenses	\$ 1,634,930.00
TOTAL BID AMOUNT	\$ 1,681,430.00
ADDITIONAL/OPTIONAL BID ITEMS	
RMS (Optional)*	\$ 105,840.00
	\$
GRAND TOTAL AMOUNT	\$ 105,840.00

UNIT COST BID ITEMS	
	\$ N/A per

Firm Name SP Plus Corporation (d/b/a SP+ Municipal Services)

Authorized signature  Date February 27, 2019

*Please note that if the RMS option is implemented the operating expenses above would reduce by approx. \$143,000/year



SP Plus Corporation
Detroit Regional Office
400 Renaissance Center
Ste. 908
Detroit, MI 48243

p: 313-965-3778
www.spplus.com

February 26, 2019

Tiffany J. Gunter
Assistant City Manager
City of Birmingham, MI
151 Martin Street
Birmingham, MI 48009

Re: RFP Off-Street Parking Management Services

Dear Tiffany,

Thank you for providing **SP+ Parking** the opportunity to submit the enclosed response to the City of Birmingham RFP for Off-street Parking Management Services. **SP+** is pleased to present to you a well thought out and comprehensive proposal.

SP Plus Corporation is a provider of parking management, ground transportation and other ancillary services to commercial, institutional and municipal clients in the United States and Canada. The Company's services include a set of on-site parking management and ground transportation services, which consist of training, scheduling and supervising all service personnel, as well as providing customer service, marketing, maintenance and accounting and revenue control functions necessary to facilitate the operation of its clients' parking facilities. The Company also provides a range of ancillary services, such as airport shuttle operations, taxi and livery dispatch services and municipal meter revenue collection and enforcement services. The Company markets and offers its services under its SP Plus brand. In addition, it complements its core services by offering to their customers Ambiance in Parking.

SP Plus Corporation manages parking facilities with more than one million parking spaces across the United States and Canada. The company employs more than 26,000 people to manage 4,200 parking facility locations, as well as parking and shuttle bus operations at 75 airports.

The Board of Directors of **SP Plus Corporation** sets high standards for the Company's employees, officers and directors. Implicit in this philosophy is the importance of sound corporate governance. It is the duty of the Board of Directors to serve as a prudent fiduciary for shareholders and to oversee the management of the Company's business. To fulfill its responsibilities and to discharge its duty, the Board of Directors follows the procedures and standards that are set forth in these guidelines. These guidelines are subject to modification from time to time as the Board of Directors deems appropriate in the best interests of the Company or as required by applicable laws and regulations.

Executive Management Team:

- Marc Bauman – President & Chief Executive Officer
- Vance Johnson – Executive Vice President & Chief Financial Officer
- Gerald Klaisle – Executive Vice President & Chief Administrative Officer
- Kristopher Roy – Senior Vice President & Corporate Controller
- Robert Sacks – Executive Vice President & General Counsel & Secretary
- Robert Toy – President of Commercial Operations
- Jim Buczek – Chief Operating Officer, Commercial Operations

Our management practices are designed to maximize revenue and minimize costs in order to enhance profitability for our clients. We place an unrelenting emphasis on maintaining a clean, bright, and safe parking environment staffed by well-groomed, courteous, service-oriented personnel.

Our operating systems, processes, and procedures are designed to control expenses to save our clients' money. All purchases are made through authorized vendors to obtain the pre-negotiated discounted pricing, and our automated workforce scheduling program minimizes labor costs by keeping track of actual hours instead of scheduled hours. Additionally, through the use of dedicated staff and proprietary software, we provide our clients with the tools they need to fully understand their facility's performance.

In addition to exceptional operational services, we leverage technology solutions, such as remote management and online payment systems, and offer marketing services, such as custom client websites and the use of paid and local search marketing, to maximize the performance of our client's properties.

I hope this information gives you a clear picture of our company structure. I look forward to discussing our proposal with you and I am available at any time. Thank you for this opportunity and for your consideration.

Sincerely,



Nicole Hankins
Senior Vice President
21 Custom House, 6th Floor
Boston, MA 02110
Phone: 206-909-5600
nhankins@spplus.com



Minimum Qualifications – Qualifications and Experience

SP+ meets ALL of the minimum qualification requirements as specified on pages 26-27 of the RFP.

The Proposer must currently manage for a client(s) at least three (3) elevated parking facilities, with a minimum of 500 spaces at each location. The Proposer must be the Merchant on record for the Merchant Identification (MID) and Taxpayer Identification (TID) for at least one (1) of the locations provided—identify which location(s).

SP+ meets this requirement. We are currently managing at least three (3) elevated parking facilities with a minimum of 500 spaces. We have included the following three (3) locations to demonstrate our qualification:

- + **Renaissance Center*** – Detroit, MI – 8,500 spaces
SP+ is the Merchant on record for this location. We can provide the MID and TID upon request.
- + **Detroit Metropolitan Wayne County Airport*** – Detroit, MI – 17,000 spaces
- + **Detroit Athletic Club*** – Detroit, MI – 656 spaces

*Please see **Attachment F** for detailed information on this location.

The Proposer must currently be managing at least three (3) elevated parking facilities, with a minimum of 500 spaces at each location. The qualifying facilities must have been under the Proposer's management for a continuous period of three years prior to the date of this RFP. The portfolio must include both monthly and transient parkers;

SP+ meets this requirement. We are currently managing three (3) elevated parking facilities with a minimum of 500 spaces. Each location services both monthly and transient parkers. We have included the following three (3) locations to demonstrate our qualification:

- + **Renaissance Center*** – Detroit, MI – 8,500 spaces
- + **Detroit Metropolitan Wayne County Airport** – Detroit, MI – 17,000 spaces
- + **Detroit Athletic Club*** – Detroit, MI – 656 spaces

*Please see **Attachment F** for detailed information on this location.

The Proposer must have a minimum of three (3) years of continuous, first-hand experience in the operation and management of parking facilities with:

- Combined annual revenues of at least \$2,000,000 from all parking facilities under its management; and
- Combined Annual Operating Budgets of at least \$1,000,000;

SP+ meets this requirement. We have a minimum of three (3) years of continuous, first-hand experience in the operation and management of parking facilities with these requirements. We have included our Company's Annual Total Gross Parking Related Revenue for 2015-2108 to demonstrate our qualification:

- + **2015** – \$1.571 Billion
- + **2016** – \$1.568 Billion
- + **2017** – \$1.590 Billion
- + **2018** – \$1.468 Billion

During said three-year period, the Proposer must have had:

- Experience in the use of automated garages with pay stations, automated parking access, garage guidance systems, garage camera security systems and revenue control equipment, and software, including such functions as revenue information retrieval, preparation of advanced spreadsheet and report writing, etc.;
- Experience with additional software including, but not limited to, Microsoft's Excel, Word, and PowerPoint, and other financial reporting software;
- Experience in managing at least seven (7) full-time operations employees at parking facilities that were staffed and open to the public a minimum of twelve (12) hours per day.

SP+ meets ALL three (3) requirements listed above. We have vast experience in each of the listed categories. Please see **Tab 7 – General Qualifications** for our detailed written proposal on our extensive experiences in each of these categories.

We have at least seven (7) full-time operations employees at each of these three (3) locations:

- + **Renaissance Center*** – Detroit, MI – 8,500 spaces
SP+ is the Merchant on record for this location. We can provide the MID and TID upon request.
- + **Detroit Metropolitan Wayne County Airport*** – Detroit, MI – 17,000 spaces
- + **Detroit Athletic Club*** – Detroit, MI – 656 spaces

*Please see **Attachment F** for detailed information on this location.



**ATTACHMENT F:
MINIMUM QUALIFICATIONS FORM**

PROPOSERS MUST SUBMIT THE COMPLETED QUESTIONNAIRE

The following statements as to experience, and financial responsibility qualifications of the Proposer are submitted with the proposal to confirm the status of the Proposer with respect to meeting the minimum qualifications for the Off-street Parking Facility Management RFP, as a part thereof; and any material misstatement of the information submitted herein must be grounds for submitting a non-responsive bid.

1. NAME: SP Plus Corporation (d/b/a SP+ Municipal Services)
(Print name of corporation, individual or firm name)

Tel. No.: (313) 965-3778 Fax No.: () Not available

MAILING ADDRESS: 400 Renaissance Center, Ste 908, Detroit, MI 48243
St. Address/P.O. Box City State Zip Code

2. GENERAL PARKING GARAGE EXPERIENCE:

Note: All parking experience stated below must be within the United States and Canada

A. Summary Information of Garages Managed During the Last Five Years

Number Garages Managed per Year between 2013 and 2018:	2013 <u>4,200</u>	2014 <u>4,200</u>	2015 <u>3,900</u>
	2016 <u>3,686</u>	2017 <u>3,623</u>	2018 <u>3,406</u>
Annual Total Gross Parking Related Revenue:	2013 \$ <u>1.422*</u>	2014 \$ <u>1.473*</u>	2015 \$ <u>1.571*</u>
	2016 \$ <u>1.568*</u>	2017 \$ <u>1.590*</u>	2018 \$ <u>1.468*</u>
Total Number of Parking Related Employees in 2018:	<input checked="" type="checkbox"/> Full Time: <u>14,200</u> <input checked="" type="checkbox"/> Part Time: <u>9,300</u>		
Type of Garage Operations (provide number of each):	<input checked="" type="checkbox"/> Self Park: <u>N/A**</u> <input checked="" type="checkbox"/> Attendant Park: <u>N/A**</u> <input checked="" type="checkbox"/> Combination: <u>N/A**</u>		

* Revenue amount in billions

** N/A—Data not available; **SP+** manages all three (3) types of garage operations, however, we do not break down or maintain inventory of the various types in our database.

A. Specific Garage Information (Currently Managing Minimum of Three Years) Facility One

Name of Parking Facility:	Renaissance Center
Type of Garage Facility:	Multi-level <input checked="" type="checkbox"/> yes <input type="checkbox"/> no
Facility Address:	200 Renaissance Dr. Detroit, MI 48243
Name of Owner of Agent:	Natasha Koslivzoff
Telephone Number:	(313) 568-5625
Number of Spaces:	8500
Management Dates of Operation (Month/Year):	From: May 2015 to Present
Number of Hours Operated per Weekday:	<input type="checkbox"/> _____ hours per day or <input checked="" type="checkbox"/> 24/7
Yearly Vehicle Volume (provide number of each):	<input checked="" type="checkbox"/> Transient: 195,264 <input checked="" type="checkbox"/> Monthlies: 9,069
Annual Gross Parking Related Revenues:	\$ In excess of \$1,000,000
Annual Operating Budget:	\$ In excess of \$1,000,000
Parking Related Employees:	<input checked="" type="checkbox"/> Full Time: 51 <input checked="" type="checkbox"/> Part Time: 34
Manage any 3 rd Party Contractors for this Facility	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no Name Services Provided Shuttle service
Revenue Control Equipment Manufacturer:	Name: Amano McGann
Type of PARCS Equipment (check all that apply):	<input checked="" type="checkbox"/> Automated Pay Stations <input type="checkbox"/> Centralized Cashiering <input type="checkbox"/> Exit Cashiering <input type="checkbox"/> Hybrid System <input checked="" type="checkbox"/> In-Lane Paymt.

Facility Two

Name of Parking Facility:	Detroit Metropolitan Wayne County Airport
Type of Garage Facility:	Multi-level <input checked="" type="checkbox"/> yes <input type="checkbox"/> no
Facility Address:	L.C. Smith Building Mezzanine Level Detroit, MI 48242
Name of Owner of Agent:	Matt McGowan
Telephone Number:	(734) 955-8776
Number of Spaces:	17,000
Management Dates of Operation (Month/Year):	From: 2002 to Present
Number of Hours Operated per Weekday:	<input type="checkbox"/> _____ hours per day or <input checked="" type="checkbox"/> 24/7
Yearly Vehicle Volume (provide number of each):	<input checked="" type="checkbox"/> Transient: 1,095,000 <input type="checkbox"/> Monthlies: N/A
Annual Gross Parking Related Revenues:	\$ In excess of \$1,000,000
Annual Operating Budget:	\$ In excess of \$1,000,000
Parking Related Employees:	<input checked="" type="checkbox"/> Full Time: 75 <input checked="" type="checkbox"/> Part Time: 4
Manage any 3 rd Party Contractors for this Facility	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no Name Services Provided _____
Revenue Control Equipment: Manufacturer:	Name: SKIDATA
Type of PARCS Equipment (check all that apply):	<input checked="" type="checkbox"/> Automated Pay Stations <input type="checkbox"/> Centralized Cashiering <input checked="" type="checkbox"/> Exit Cashiering <input checked="" type="checkbox"/> Hybrid System <input checked="" type="checkbox"/> In-Lane Paymt.

Facility Three

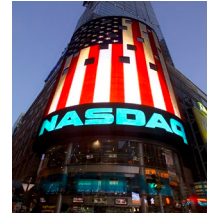
Name of Parking Facility:	Detroit Athletic Club
Type of Garage Facility:	Multi-level <input checked="" type="checkbox"/> yes <input type="checkbox"/> no
Facility Address:	241 Madison Avenue Detroit, MI 48226
Name of Owner of Agent:	Kevin Heidisch
Telephone Number:	(313) 442-1053
Number of Spaces:	656
Management Dates of Operation (Month/Year):	From: April 2002 to Present
Number of Hours Operated per Weekday:	<input type="checkbox"/> 19 hours per day or <input checked="" type="checkbox"/> 24/7
Yearly Vehicle Volume (provide number of each):	<input checked="" type="checkbox"/> Transient: 58,768 <input checked="" type="checkbox"/> Monthlies: 4,000
Annual Gross Parking Related Revenues:	\$ In excess of \$1,000,000
/12Annual Operating Budget:	\$ In excess of \$1,000,000
Parking Related Employees:	<input checked="" type="checkbox"/> Full Time: 7 <input type="checkbox"/> Part Time: 20
Manage any 3 rd Party Contractors for this Facility	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no Name Services Provided Insert text
Revenue Control Equipment: Manufacturer:	Name: Mixed system
Type of PARCS Equipment (check all that apply):	<input type="checkbox"/> Automated Pay Stations <input checked="" type="checkbox"/> Centralized Cashiering <input checked="" type="checkbox"/> Exit Cashiering <input type="checkbox"/> Hybrid System <input type="checkbox"/> In-Lane Paymt.



Financial Stability

Proposer's Financial Strength

SP Plus Corporation, a publicly traded company (NASDAQ: SP), presently operates approximately 3,400 parking facilities and over 100 municipal contracts throughout the United States and Canada. We manage more than 2,000,000 parking spaces and have over 20,000 team members. Our financial statements are public information. On behalf of our clients (public and private sector), we collect more than \$3 Billion in Annual Revenues.



Public Company Attributes

The City of Birmingham can rely on our transparent, audit-tested reporting capabilities, which are part and parcel of a well-executed, responsible, and stringently administered government contract, as well as our demonstrated financial capacity, and strategic relationships.

As a public company subject to the requirements of the Securities Exchange Act of 1934 and the Sarbanes-Oxley Act, we adhere to accounting, internal control and reporting standards that are more rigorous than those typically followed by our non-public competitors.

Audit Platform

Under the direction of our Board's Audit Committee, our Internal Audit Department plays an instrumental role in ensuring that the Company meets the aforementioned standards. The Department's work includes the documentation of all business processes, control design analysis, key control identification and ongoing testing of controls for operational effectiveness.

The Internal Audit Department also oversees identification and testing of the company's entity-level controls, including the Company's Code of Ethics and other high-level controls that ensure the integrity of our business processes and financial statements. Managing this process puts the Internal Audit Department in touch with virtually every aspect of our business, and thus helps to assure our clients that their parking facilities are properly managed and controlled.

2018 Audited Financial Statements

As a publicly traded company, all of **SP+**'s financial information is available online at our website www.spplus.com. Our 2018 audited financial statements contain information for FY 2018, 2017 and 2016 and have been certified by Ernst & Young, LLP. The certification is included with the statements. Our audited 2018 financial statements (including notes) can be found/ accessed online at <http://ir.spplus.com/static-files/9016361d-fcff-4d82-9e87-81d9c6e371e0>.

Demonstrated Ability to Cover Expenses

SP+ regularly expends capital at the request of its clients under their management contracts. In an average year, **SP+** expends roughly \$10 million dollars in reimbursable capital for its clients with the obligation remaining on the **SP+** balance sheet and associated scheduled costs pulled across the contract lifecycles.

As a publicly traded company, **SP+** has considerable financial resources to support their clients with significant cash flow. **SP+** primarily utilizes Bank of America and maintains a \$400 million line of credit. Please see the following page for our bank reference letter from Bank of America.

Bank of America Reference Letter



October 18, 2018

To Whom It May Concern,

We are pleased to note that Bank of America, N.A. ('Bank of America') has a depository relationship with SP Plus Corporation dating back to 1999. Additionally, Bank of America is administrative agent of a \$400 million senior credit facility, which matures in February 2020. To date, SP Plus Corporation has handled all accounts and obligations with Bank of America in a satisfactory manner.

Please note that we hold the Company's management in very high regard, and that we can speak well to its current financial condition. Please feel free to call us should you have any questions in this matter.

Best Regards,



Jason E. Guerra
Senior Vice President
Commercial Credit Officer
Bank of America Merrill Lynch
135 South LaSalle St, Chicago, IL, 60603
Mailcode: IL4-135-04-13
T 312.904.0692
Jason.Guerra@baml.com



a. Experience and Qualifications of the Operator

Parking Management Experience

SP Plus Corporation (“**SP+**”) provides professional parking, ground transportation, facility maintenance, security, event logistics, and baggage handling and related services to commercial, institutional, municipal, and aviation clients throughout North America. The Company has more than 20,000 employees and operates approximately 3,400 facilities with almost 2.0 million parking spaces in hundreds of cities across North America, including parking related and shuttle bus operations serving approximately 70 airports. **SP+** is one of the premier valet operators in the nation with more four and five diamond luxury properties, including hotels and resorts, than any other valet competitor. The Company's ground transportation group transports approximately 37 million passengers each year; its facility maintenance group operates in dozens of U.S. cities; and it provides a wide range of event logistics services. Bags, a wholly owned subsidiary, offers remote airline check-in, baggage handling and related services. For more information, visit www.spplus.com, www.bagsinc.com or www.parking.com.



As a professional parking management company, **SP+** provides a comprehensive, turn-key package of parking services to our clients. Under a typical management contract structure, we are responsible for providing and supervising all personnel necessary to facilitate daily parking operations including cashiers, porters, valet attendants, managers, bookkeepers, and a variety of maintenance, marketing, customer service, and accounting and revenue control functions.

Portfolio of Services

Our ability to deliver a portfolio of services as a single provider simplifies the administrative burden on our clients while enabling them to leverage the economic benefits of having a single relationship. Because our clients have only one reporting relationship to manage, we're able to more effectively and efficiently deliver a range of services than typically possible through multiple providers.

We're built on integrity and innovation, laser-focused on delivering the highest level of service to our customers and clients. We've set the industry standard in integrating new technologies, on-line interactive marketing programs, parking amenities and customer service programs, revenue control, financial reporting, expense containment, employee professionalism, and proactive management. Our operations maximize facility profitability while at the same time making parking a first-class, enjoyable experience. As a public company subject to the requirements of the Securities Exchange Act of 1934 and the Sarbanes-Oxley Act, we adhere to accounting, internal control and reporting standards that are more rigorous than those typically followed by our non-public competitors.

Accredited Parking Organization



The International Parking & Mobility Institute (IPMI) has recognized **SP+** as the first commercial parking operator to earn the Accredited Parking Organization (APO) with Distinction designation. This designation is reserved for the top 5% of parking organizations worldwide that demonstrate a comprehensive standard of excellence in our industry.

Municipal Experience

Big or small, urban or rural, all municipalities face the same major challenge: balancing a budget while offering a full slate of quality parking services. Working closely with municipalities through the parking privatization process, **SP+ Municipal Services** helps cities achieve their parking objectives without straining public resources or sacrificing customer service.

With the most experienced team of municipal parking experts in the country, we handle everything from parking facility planning to turn-key municipal parking operations. We specialize in providing a comprehensive set of on-site municipal parking management services that includes staffing and training, revenue management, technology integration, and marketing programs—each of which are accompanied by stringent accounting and revenue control practices and procedures.

Working as consultants, our team of experts can provide parking layout recommendations that minimize traffic, reduce carbon emissions, and utilize energy-efficient technologies. For existing facilities, we can design and install graphics, lighting, and signage, and assist with the procurement of automated traffic and revenue control equipment. We can also provide financing for city equipment purchases.

Revenue Control Equipment

SP+ has experience with all brands of parking revenue control equipment and we maintain a working partnership with all the major parking revenue control manufactures. This experience and these relationships will continue to provide the City of Birmingham the support and knowledge needed to implement any level of revenue control equipment.

To improve the flow of parking traffic and customer convenience, **SP+** is paving the way by integrating barcode readers and license plate recognition technology at its locations. We have also installed new IP-based equipment that allow customers to pay for parking using their smartphones or make reservations via apps, and can provide our Data Center with remote access to retrieving data.



Our services can provide:

- + Barcode or license plate recognition technology (LPR)
- + Mobile apps allowing for payments and reservations
- + Remote access for data retrieval and monitoring

Online & Mobile Technology

Smartphones are quickly replacing paper tickets and can act as payment instruments. Online apps allow consumers to order products and services, on-demand and reserve parking, for themselves and their businesses right from their phone.

These integrations ultimately improve the customer experience, reduce on-going operational costs, improve analytics, and secure the financial data of our clients and the consumer.

Our services can provide:

- + Mobile payments & online reservations
- + Improved customer experience
- + Maximization of facilities
- + Dynamic pricing

SP+ Insight Analytics

SP+ provides our operations teams and clients access to information to make better decisions enabling improved revenues and overall efficiencies.

What is SP+ INSIGHT Analytics?

Starting in 2016, SP+ began investing resources to design and rollout a state-of-the-art Data Analytics Program that would provide a seamless platform that aggregates multiple data points, provides key performance indicators and analysis to complete the picture on how a location is performing.

How it Works and Why it Matters:

We consume data from operations and our technology partners, analyze the data and generate information to enhance the decision-making process. By leveraging the data available, we are able to make more informed decisions to improve revenues, reduce costs and improve overall efficiencies. We bring the data together, identify key patterns and share the information on one seamless platform.

- + Provides quick access to revenue and ticket trends, revenue types, payment information and more allowing for better operational decisions and analysis.
- + With PARCS equipment or third-party data sources, **SP+ INSIGHT Analytics** can transform operational decisions by understanding parker movement, parker duration, pricing segmentation, revenue per space and space utilization to name a few.
- + Leveraging the transaction data enables you to make better decisions on rate mix, staffing cycles or enforcement route planning. It provides another set of warning indicators enabling corrective actions to take place sooner.

Please view our brief video at <https://vimeo.com/230464970> (or click directly on the video image on the right if viewing this document in PDF) The video provides excellent information on all the **SP+ INSIGHT Analytics** features and how this program drives revenue optimization at our clients' facilities.



Financial Reporting

State-of-the-art information systems allow us to supply all the information you need to stay on top of facility performance. We can provide standard monthly reports covering:

- + Budgets by month, quarter and year
- + Monthly P & L reporting vs. budget by month, quarter and year
- + Revenue detail reporting
- + Payroll, overtime, benefit detail reporting
- + Insurance claim analysis reporting
- + Monthly ledger detail reporting
- + Invoice copies
- + Online inquiry between corporate and local offices

Each day's parking activity goes through a series of checks and balances designed to ensure the integrity of the revenue collection process. The key to **SP+'s** system is the controlling, recording, and balancing of tickets, revenue, and vehicle counts as recorded by revenue control equipment.

No longer is this limited to manual processes, at least not at facilities operated by **SP+**. Through advances in revenue control technology, **SP+ Parking** utilizes online software to monitor and control revenue reporting, facility counts, card access account data, and license plate inventories.

Using **SP+'s** advanced systems and procedures provides local management with the tools necessary to perform this check and balance process faster and more accurately than ever before. These systems, procedures, and **SP+'s** required documentation provide our corporate-based audit department with the information necessary to perform detailed audits of the entire process both on location and remotely.

SP+ utilizes a series of cross-referenced procedures and reports that detail all revenue and tie revenue transactions back to individual tickets. With strong ticket control procedures in place, revenue control becomes an issue of first applying and collecting the proper rate and second, balancing cash received and deposited to the transaction record generated from register tapes. Specific procedures and checkpoints for each major type of revenue generation and collection activity are outlined below.

- + **Daily Shift Reports** – Cashiers collect time-coded, sequentially numbered tickets from customers. Fee computers gather data from the tickets, determine the proper fees, and record both on register journal tapes. Each cashier's shift report summarizes revenue of all transient transactions and ensures that revenue collected ties to cashier tapes.
- + **Daily Master Reports** – Clerical support and/or local management ties revenue collected to cashier tapes for each cashier shift. These reports balance tickets and car counts in order to summarize and balance a full day's activity.
- + **Daily Revenue Summary Reports** – In order to reconcile cash deposits to the day's activities, clerical support and/or local management document all types of revenue-generating activities, including credit card charges and payments on accounts. Full-day tickets and car count activity is recorded and reconciled on these reports as well. This allows for daily reviews by management and audit checks of all elements of the revenue control process (e.g. tickets, revenue, vehicle counts, and overnight inventory) on a single report.

SP+'s revenue control, accounting, and cash management practices minimize the risk of fraud at all levels, provide a complete audit trail, and enable maximum control. With **SP+'s** revenue control system, top line revenue can be tracked from corporate reports to clients and all the way back to individual transactions at the location.

Financial Data

With all of **SP+'s** technological reconciliation programs in place, our clients can count on the integrity of our revenue collection process. In addition, our clients can easily access and download all of the detailed financial data through Client View[®], our fully secured Internet-based system.

Credit Card Reconciliation

The reconciliation function verifies that funds for all authorized Visa, MasterCard, American Express, Discover, and Diners Club transactions are received in the designated bank account at

the end of the settlement process. This function also streamlines the credit card payment process by eliminating the need to use a separate credit card system for processing this payment type. The posting process is automated, resulting in enhanced organizational efficiency, fewer bills to send, and a reduced need for back-end collection efforts.

Securities Exchange Act & Sarbanes-Oxley (SOX) Compliance/Certification

As a public company subject to the requirements of the Securities Exchange Act of 1934 and the Sarbanes-Oxley Act, we adhere to accounting, internal control and reporting standards that are more rigorous than those typically followed by our non-public competitors.

Under the direction of our Board's Audit Committee, our Internal Audit Department plays an instrumental role in ensuring that the company meets these standards. The Department's work includes the documentation of all business processes, control design analysis, key control identification and ongoing testing of controls for operating effectiveness. The Internal Audit Department also oversees identification and testing of the company's entity-level controls, including the company's Code of Ethics and other high-level controls that ensure the integrity of our business processes and financial statements.

Managing this process puts the Internal Audit Department in touch with virtually every aspect of our business and thus helps to assure our clients that their parking facilities have proper and effective control environments.

We completed an assessment of our internal controls over financial reporting as of the end of 2018, which were found to be effective and without material weakness. Our independent auditor, Ernst & Young, LLP, has completed its evaluation and testing of our internal control over financial reporting, and has issued its unqualified opinion supporting this conclusion.

Quality and Internal Controls

We have many programs designed to ensure timeliness and quality of the products we deliver to our clients.

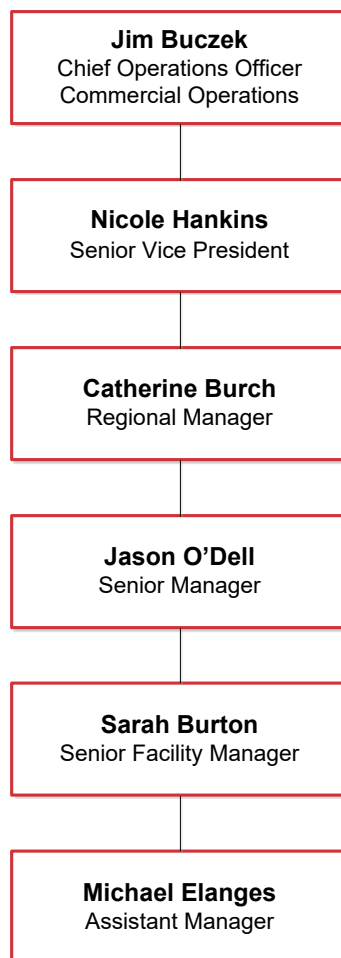
- + **Monthly P&L Reviews.** We have a monthly P&L review process that requires each client statement to be reviewed by a staff accountant and Senior Manager. A higher level review also takes place with senior management that would reveal larger issues or irregularities.
- + **Contract Compliance Audits.** Contract Compliance Audits, performed annually by the Internal Audit Department, ensure that Staff Accountants are making the correct account entries, doing the necessary reconciliations and tying the statement back to the contract terms.
- + **Control Self Assessments.** Operations managers participate in our Control Self Assessment (CSA) Program. Each quarter, management selects facilities that will participate in the CSA. Senior Managers are required to perform an extensive audit of the facility and enter their findings in a database. The results of the CSA are provided to senior management along with action plans to resolve any control deficiencies.
- + **Internal Audit Department Audits.** The Internal Audit Department has full-time auditors that review our locations for compliance with company policies and procedures. The audit program is well defined and communicated to all levels of management. There are three distinct areas of the audit program:

1) Revenue Reporting 2) Records and Administration 3) Cash Security and Equipment

More than 100 controls are tested for compliance. The audit findings, recommendations and implementation results are captured in an extensive database. The data from the audit program is used by all levels of management and the Training Department to identify areas needing improvement. Each facility audit is scored, and these scores play a significant role in a manager's performance based compensation (bonus). Any controls found to be operating incorrectly that are not immediately remediated are captured in the audit database as a Critical Item. Critical Items cannot be removed from the audit report until an internal auditor has verified that the control is operating effectively. This ensures that no critical control issue goes unresolved.

Key Personnel

Organizational Chart for the City of Birmingham Parking Facilities Parking Operations



We understand the critical importance the local management team serves in driving high financial and operational performance of the facilities. In addition to providing you with the most experienced and service focused management team, we have found, as our business continues to grow in size and services provided, it is best to also provide direct support with our industry specific experts. The following biographies highlight the careers our local and senior management teams.

Local Management & Oversight Team

Catherine Burch – Regional Manager, Southeastern Michigan

Catherine has worked in the parking industry for more than 25 years. As the Assistant Operations Manager and later the Operations Manager for the City of Birmingham, Michigan Parking System, Catherine gained a reputation as a hardworking, dedicated, creative manager. After several years in Birmingham, Catherine advanced to Senior Operations Manager and then General Manager for the southeastern Michigan area. During that time, Catherine worked closely with Central Parking managers and clients in Detroit, Birmingham, Royal Oak, Pontiac, Grosse Pointe and at the Detroit Metropolitan Airport. She was promoted to the job of Regional Manager in June 2013 and to Regional Manager II in January 2018. In these roles, Catherine has overseen the **SP+ Parking** operations in the Detroit metropolitan area.



- + 25+ years of parking management experience
- + Liberal Arts honors graduate of Oakland Community College
- + Board member of the Michigan Parking Association (MPA) and Chair of the MPA Newsletter and Website Committee
- + Board member of the **SP+** Women's Advisory Forum (WAF)

Jason (Jay) O'Dell – Senior Manager

Jay has 20 years of diversified management experience in the service, retail and entertainment sectors. He began with Central Parking in 2003 as a Project Manager for a private facility and several locations for the City of Detroit Municipal Parking Department. Jay currently oversees five municipal structures for the City of Birmingham, Michigan, as well as other facilities in Pontiac and Detroit. In Birmingham Jay is responsible for all aspects of the off-street parking system. Additionally, he works closely with various City departments and governing boards to develop appropriate parking policies and procedures.

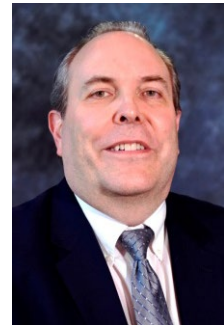


- + 16 years of parking management experience
- + Bachelor of Science degree in Accounting and Finance from Ferris State University
- + President of the Michigan Parking Association

Senior Leadership

James F. Buczek – Chief Operations Officer, Commercial Operations

Jim is responsible for **SP+**'s Commercial Operations in the U.S. and Canada. Based in our Chicago Office, Jim has overall responsibility for over 3,100 facilities in his group including direct responsibility for the Chicago market. Jim originally joined the company in 1989 as an Accounting manager, overseeing the company's revenue reporting, auditing and accounts receivable groups.



Prior to joining **SP+** Jim was with Pathway Financial, where he served as Manager of Commercial Lending and Financial Analyst. He received both a Bachelor's and Master's Degree from DePaul University in Chicago, with concentrations in Marketing and Finance. While attending DePaul, Jim managed parking operations for the Chicago White Sox.

- + 29+ years of parking management experience
- + Bachelor's Degree and Master's Degree from DePaul University
- + Serves as a trustee for the Parking Industry Labor Management Committee
- + Board Member for the Illinois Hotel and Lodging Association, Chicago Loop Alliance and Chicago Police Memorial Fund.

Nicole Hankins – Senior Vice President, Northeast Operations

Nicole is our Boston-based Senior Vice President who is in charge of our New England operations. Nicole joined **SP+** in 2003 and has over 20 years of experience in business development and operations management.



Nicole is an expert at identifying and developing revenue enhancement opportunities and process improvements for parking facility operations and has been able to provide solutions to a wide variety of clients including commercial, hotel and government locations.

- + 15+ years of parking management experience
- + Served on the board of directors for the Seattle Building Owners and Managers Association (BOMA)
- + LEED Certified by the Green Building Council
- + Recipient of the **SP+** Senior Manager of the Year 2012 Award
- + Chair of **SP+**'s Women's Advisory Forum

Senior Facility Manager's Resume

Sarah E. Burton

Senior Facility Manager

sburton@spplus.com

Summary

- Senior Facility Manager with over 12+ years of management experience. Skilled in streamlining operations and ensuring maximum customer and client satisfaction. Broad-based management skills, with strong planning, communication, organizational and decision-making abilities to successfully direct staff and projects.

Skills and Abilities

- Team Building & Leadership
- Finance/Budget Management/Cost Reduction
- Process Improvement
- Customer/Client Relations
- Strong Organizational Skills
- Communication
- Critical Thinking (problem solving and decision making)
- Detail Oriented
- Adaptability

Education and Training

- 1997-2003 Huron High School (Honors Diploma) – New Boston, Michigan
- 2003-2009 Wayne State University (Field of Study: Business Management) – Detroit, Michigan
- 2009 – Training and Certified in Leadership and Development
- 2012 – Trained and certified in the Spirit of Service Workshops
- 2015 – Trained and certified in Facility Manager Workshops
- 2015 – Trained and certified in Safety Workshops

Experience

SENIOR FACILITY MANAGER | SP PLUS CORPORATION | JUNE 2003-CURRENT

- Manage personnel at high volume accounts which include the Detroit Athletic Club, GM Detroit Renaissance Center, GM Warren Tech Center, and the City of Birmingham.
- Conducted weekly/monthly safety meetings with staff per company training program.
- Increased revenue for operations & events by implementing auditing procedures & revisiting shift reports.
- Implement and maintain a yearly budget for the client and direct employer.
- Working in conjunction with the client during daily operations and additional projects.
- Manage personnel matters, including: hiring, terminations, training, payroll, and scheduling.
- Gather earnings data and compile daily/monthly sales revenue reports for accounting departments.
- Audit and ensure correct billing on all transactions within the operation.

b. Management Approach/Operational Plan

Our operational approach is designed to provide superior customer service at all levels, in the most cost efficient manner possible. While we believe our plan will achieve these objectives, please bear in mind that all expenses related to all activities under our management agreement, will remain subject to the City of Birmingham's approval.

Local Management Team

In her role as Senior Vice President, Nicole Hankins will play a vital role in the operations of the City of Birmingham parking operations. Nicole will work closely with the local Detroit regional team to assure the highest level of customer service and quality controls are implemented and adhered to.

Regional Manager II, Catherine Burch has overall responsibility for our contract. She visits the City of Birmingham operations weekly and will attend all necessary City meetings. Having grown up in the City of Birmingham, Catherine brings an added level of dedication and local experience to the City's parking system.

Jason (Jay) O'Dell is the Senior Manager assigned to the City of Birmingham. Jay works closely with the Senior Facility Manager in all aspects of the operation and will continue to spend at least 50% of his week in the City of Birmingham.

Senior Facility Manager, Sarah Burton reports directly to Jay and is 100% allocated to the City of Birmingham operation. Sarah typically works Monday-Friday during business hours and works evening and weekends as needed. Sarah also conducts unannounced visits to the operations during off hours and on weekends.

Jay and Sarah will collaborate in all areas of the operation and with the City of Birmingham's knowledge and consent will have the authority to: select vendors; create staffing schedules; utilize progressive discipline; create budgets; compile and keep records and make operational changes as needed.

Communication is critical to having a responsive and smooth running program. Therefore, as has been our practice, our management team will meet with City officials on a regularly scheduled basis and attend all committee and city meetings as necessary. **SP+** management's major objectives are:

- + Ensure first-class customer service is provided to all patrons; residents and local businesses that utilize the City's parking system.
- + Provide city officials with the knowledge and experience to assure the parking facilities are operated using best-in-class, cutting edge technology – this will include on-line sales & marketing; pay-by-phone and the introduction of a parking app.
- + Provide timely and comprehensive financial reporting.
- + Provide the city with data analytics that will deliver multiple data points and analysis to complete the picture of how a location is performing.
- + Provide a comprehensive facility maintenance program and plan that will improve upon the condition of the parking facilities and assure the appropriate care of these important assets.

- + Ensure City officials are informed of current parking industry standards – this will include providing our expertise in all areas of the current parking operation and future projects

Operating Plan

The goal of **SP+** is to continue to partner with the City of Birmingham to provide all parking patrons with a seamless experience. Additionally, our management practices are designed to maximize revenue and minimize costs in order to enhance profitability for the City. We place an unrelenting emphasis on maintaining a clean, bright, and safe parking environment staffed by well-groomed, courteous, service-oriented personnel.

Our operating systems, processes, and procedures are designed to control expenses to save our clients' money. All purchases are made through authorized vendors to obtain the pre-negotiated discounted pricing, and our automated workforce scheduling program (Kronos) minimizes labor costs by keeping track of actual hours instead of scheduled hours. Additionally, through the use of dedicated staff and proprietary software, we provide the City with the tools needed to fully understand the facilities performance.

In addition to exceptional operational services, we leverage technology solutions, such as remote management and online payment systems, and offer marketing services, such as custom client websites and the use of paid and local search marketing, to maximize the performance of our clients' businesses.

SP+ has created a set of Standard Operating Procedures (SOP) that the Birmingham facility manager must follow in managing the parking operation. These standards are necessary to properly operate parking facilities, and ensure proper controls are in place related to legal and regulatory compliance and safety. For each control, we established a company policy, and have set standard implementation procedures and audit requirements. The standards serve as a reference for employees on various components of operations, including facility appearance, customer service, revenue control, records and administration, cash handling, and equipment and lot security.

The **SP+** Parking Operations Review (POR) Program improves the parking operations by quickly remediating all deficiencies not complaint with the Standard Operating Procedures (SOP). In order to do so, all Senior Managers are expected to truthfully and diligently complete a POR Compliance Review for their locations, while Facility Managers are expected to correct any deficiencies. The POR scores are then monitored and reviewed by the POR Compliance Group, and provided to the Executive Management team with recommendations on necessary operational improvements for their regions.

SP+ understands that it is the people on the ground working in the parking facilities that interact daily with parking patrons and because of that, we work very hard to hire, train and retain our employees. **SP+**'s hiring and pre-screening process helps retain qualified employees for the long-term. In addition to reducing turnover costs, this gives our clients and parking customers the opportunity to establish the personal relationships and trust that facilitates a positive and profitable parking environment.

Screening, Background/Drug Checks

We use a comprehensive pre-employment screening program to make sure that only the most qualified candidates are chosen for employment. Pre-employment screening is an effective risk

management tool that promotes a safe and profitable workplace by helping to limit the uncertainty inherent in the hiring process. Our pre-screening techniques significantly reduce potential violence, theft, financial loss, sexual harassment and other workplace problems.

Every employee is vetted through a background check specifically geared to their job duties and responsibilities. These checks include (depending on the position) Social Security Number validation, criminal background, motor vehicle record, credit, and employment and education verification. All operations candidates also must pass a pre-employment drug test.

Preliminary Pre-Interview Screening

At the front-end of the process, we often use a professional telephone interviewing service to pre-screen candidates before they are invited in for formal interviews. Hiring managers are trained in how to narrow down the potential pool of applicants to qualified individuals, and how to thoroughly check employment and personal references.

Employee Training / SP+ University™

Our reputation for excellence in on-site management is built on a comprehensive, award-winning training system. The process identifies and develops the skills and behaviors required to enable all of our employees to perform up to our stringent expectations. No other parking company places as high a premium on customer service enhancement and its positive linkage to a professional, in-house training department.

The National Parking Association's Certified Parking Professional (CPP) [formerly Certified Parking Facility Manager (CPFM)] program establishes an industry-wide standard of parking operational knowledge that is accepted by all parking management companies. We lead the industry with the most CPP and CPFM managers of any parking company in the United States.

Most importantly, we recognize that every location has unique, individual requirements for defining and carrying out operational excellence. To that end, we will work with City of Birmingham officials to ensure that all operational expectations and location-specific needs are identified and addressed in the development of our training solutions.

Frontline Training, Right from the Start

Well-trained, professionally attired and groomed frontline employees are the people most responsible for delivering excellent customer service. Training new frontline employees—cashiers, valet attendants, maintenance workers and shuttle bus drivers—begins on the day of hire with an orientation session that, in addition to formally introducing the company to the employee, sets out the specific technical and customer service training programs the employee will be required to attend. Orientation is promptly followed by technical skills training, which provides employees with the mentored, on-the-job learning experience needed to begin contributing to facility performance right from the start.

Mastering the Three Keys to Customer Satisfaction

Within the first three months of employment comes the enhancement of customer service skills through our targeted Three Keys to Customer Satisfaction classroom-based training program. Our reputation for outstanding customer service has been built on these formal training sessions that emphasize facility and employee appearance, constructive customer relations and positive resolution of customer inquiries and concerns.

- + **Key #1—First Impressions: Facility and Employee Appearance.** Employees learn the importance—both for themselves and the parking facility—of maintaining a well-groomed appearance. As the company’s classroom trainers point out, in just ten seconds a typical customer forms eleven distinct impressions about us and the service to be received.
- + **Key #2—Successful Customer Interactions.** Cashiers, valet attendants and bus drivers regularly interact in some way with our customers. To make sure these interactions proceed smoothly, Company trainers emphasize the importance of looking good, warmly greeting customers, communicating in a polite and professional manner, and saying good-bye with a sincere thank you.
- + **Key #3—Effectively Resolving Customer Issues.** Some customers want information, some want solutions and some just want an ear to bend. Training helps frontline employees to identify the issue and the appropriate approach to take.

These sessions optimize learning through exercises that encourage interaction between participant and trainer.

Transition Plan

Since we are already the City of Birmingham’s parking service provider—if we are selected to continue our partnership—there would be no transition necessary! No down time between operators; no learning curve; no training; no new onsite manager—No interruption of service levels for the patrons of the City of Birmingham’s parking system.

Parking Systems Enhancements



Enhance Maintenance Program

SP+ has established meticulous maintenance standards and implemented them through a carefully developed, strictly enforced monitoring system. Our rigorous housekeeping and maintenance standards are incorporated into detailed inspection checklists customized to the specific requirements of each parking facility.



SP+’s goal at all times is to provide the public with safe, clean, and efficient facilities. We take an intense pride in the unsurpassed cleanliness of our parking facilities, which results from our adherence to rigorous housekeeping, inspection, and maintenance standards. Our inspection checklist is customized to the specific requirements of each parking facility that we operate.

SP+ understands the importance of proper facility maintenance and our team works hard to maintain the garages in a manner that reflects the expectations of the City. To improve in this area and enhance the overall condition of the properties, SP+ proposes, at our expense, to purchase a hot water pressure washer and full-size pickup truck, at an approx. cost of \$66,000. These tools will provide our team with the necessary equipment to vastly improve the condition of the decks and further protect and care for the parking facilities.

Additionally, you will find enclosed a comprehensive maintenance plan that will be strictly followed to assure proper daily; weekly; monthly and yearly tasks are completed. Our management team will continue to provide consistent oversight and will provide the City with a monthly report of all maintenance work completed.



Parkonect Readers

Over the past 2 years, the revenue control equipment in the City of Birmingham parking facilities has been upgraded to new state-of-the-art Ski Data equipment. This equipment has proven to be reliable and overall we have been satisfied with its performance. However, there is one glaring problem and that is the inability of the equipment to integrate with ParkMobile. ParkMobile is a leader in smart parking and mobility solutions and has been used very successfully in the City of Birmingham's on-street parking program.

At this point in time, one promising solution to this integration problem is Parkonect readers. Parkonect was designed to maximize profitability – increase revenues through creative, mobile-based products today's customers seek while simultaneously minimizing costs through real-time, cloud based management software and equipment that is nearly maintenance free as a result of almost no moving parts.

Parkonect was built on the foundation that a parking facility is a component of a greater property asset investment. They have products and features that were specifically designed to increase customer loyalty, your brand and site amenities. When done right, these attributes lead to sustained profitability and significantly improved asset valuation.

SP+ proposes that the City of Birmingham consider the merits of installing these readers in the parking facilities. Once installed parking patrons will be able to use the ParkMobile App to pay for their parking off-street just as they do now with on-street parking. This continuity will lend itself to a seamless experience for the customer and will provide for an excellent marketing tool for the parking system.

Additionally, SP+ is prepared to provide financing of this equipment through an operating lease. The approx. cost of the readers and installation for all five parking garages is \$120,298. We have attached a price quote from Parkonect and look forward to discussing this enhancement to your parking system in detail.



Remote Monitoring Services

Several years ago, **SP+** provided details of our Remote Management Service to the City of Birmingham Advisory Parking Committee (APC). While the APC was very receptive to the concept, the timing was not ideal due to the upcoming selection and install of the new SkiData revenue control equipment.

SP+ proposes the City now consider the advantages of implementing these services at all five garages. The approximate cost per month to provide Integrated Monitoring service 24 hours per day 6 days per week is \$8,820 (approx. \$2.83/hour per garage). We estimate that we will be able to reduce staffing levels by 120 hours per week, for a payroll savings of \$143,007.00 annually. These savings will not only free up funds to cover the cost of RMS but will allow for a cost savings for years to come, while providing an enhanced remote monitoring system.

It should be noted that today's consumers are not only technologically savvy, but are also more independent and self-reliant than ever before. Technology integration and ease of use help



drive consumer behavior. **SP+**'s Remote Management Services is a tool that allows us to deliver parking management services more efficiently while maximizing client returns. On-site automation satisfies the consumer's expectation of independence and ease of use. In-lane remote support enhances the experience by providing 24/7 customer service and assistance for any exceptions in the automated process.

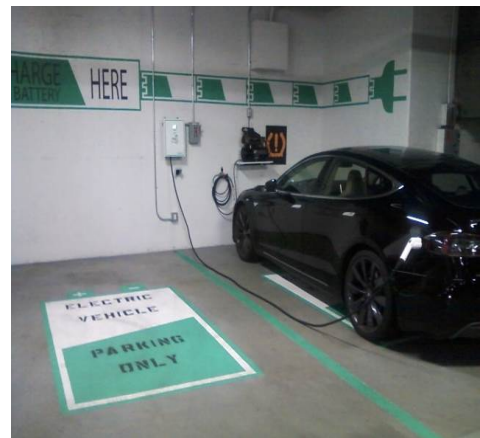
We offer clients a tiered solution which can be customized to fit the unique needs of each site. Our **Basic Monitoring** solution can provide intercom communication with the ability to vend a gate.

Integrated Monitoring adds Parking and Revenue Control System access (PARCS) which allows agents from our Command Center to remotely handle automation exceptions such as pushing a lost/unreadable fee, checking monthly history, activating/deactivating credentials, and setting event rates. Optional camera systems can also be installed at each exit lane and pay-on-foot station for an enhanced customer service experience.

Administrative Services provide additional back-end support such as daily revenue reporting, parker administration (lease abstracts), accounts receivable management, and validations management.

Customer Service

SP+ understands the City of Birmingham expects their parking operator to provide superior customer service and **SP+** will continue to make customer service a priority in the operation. As the City looks for ways to improve and enhance the parking system it should be noted that **SP+** offers a comprehensive package of amenity and customer service programs that provide an array of benefits to its parking patrons. These programs not only make the parking experience more enjoyable, but also convey a sense of the City's sensitivity to and appreciation of the needs of its parking customers. In doing so, the programs serve to enhance the value of the parking properties while creating a customer-friendly parking experience.



Premier Amenity Programs

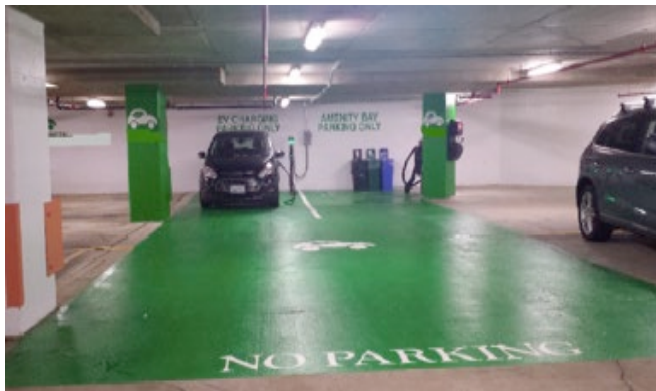
Our customer amenity programs send a clear message to the parking public that your facility goes the extra mile when it comes to customer conveniences.

- + **SPokesSM Bicycle Use Program** – Monthly parking customers at participating parking facilities can use a custom-designed beach cruiser bike free of charge. Customers can check out these bikes for exercise, sightseeing or other personal enjoyment, or even for errands that otherwise would require automobile use. The bikes come equipped with baskets, lights, locks, and safety helmets. We provide all necessary informational and supporting materials. In addition, we store the bikes at the parking facility.

- + **CarCare Maintenance Services** – Under an agreement with us, a car care company will pick up a customer's car from one of our locations, contact the customer with an estimate, service the car during normal working hours and return it to the facility before the end of the business day. All the customer needs to do is notify the parking facility manager, who contacts the nearby participating service shop. No advance reservations are required, and the car care company provides this service at no cost to the parking facility.
- + **Courtesy Umbrellas** – Courtesy umbrellas, embossed with either **SP+** or the property's logo (depending on the client's preference), can be loaned to customers on rainy days.

Amenity Bay

SP+ proposes adding an Amenity Bay in the garage as a tenant amenity, a value added service that has become popular at many of our flagship locations. Each Amenity Bay would include an option to bundle the space(s) with an EV charging station, as illustrated in our picture below. The Amenity Bay itself includes a commercial vacuum, windshield washing squeegee and fluid, heavy duty jumper cables, and a portable air pump with tire pressure gauge. The convenience of having such products in house allows tenants the assurance that all basic car needs are no further than a few steps away.



Additional Amenity Bay benefits include:

- + **Car Wash Service and Detailing Service** – A car wash service can be used as a marketing tool by offering, on a limited basis, a free car wash for new monthly parkers. Specific programs can be designed for individuals interested in weekly or monthly car washes, thus increasing car wash revenue.
- + **Preferred Parking for Hybrid Vehicles and Scooters** – We assess the viability of offering preferred parking spaces as a means of rewarding and incentivizing the use of hybrid vehicles and scooters.

Driver Assistance Services

Several free amenity services can be provided by our employees to help parking facility customers. These include:

- + Locating lost cars
- + Jump-starting dead batteries
- + Inflating flat tires
- + Changing tires
- + Escorting patrons to vehicles
- + Assisted or self-service cleaning of windshields and headlights



Customer Appreciation Days

As a “thank-you” to customers for their patronage, our facilities roll out customer appreciation days periodically throughout the year. Most typically, customer appreciation days involve the distribution of the following items at least once a quarter:

- + Beverages such as coffee, hot chocolate, or bottled water
- + Candy
- + Newspapers
- + Travel mugs, umbrellas, and other promotional items

Centralized Contact Center

Through our centralized Contact Center, we bring a national customer service expertise to local markets to enhance consistency and performance. A team of trained Contact Center professionals offers easy availability to meet customer needs. Whether via e-mail, phone, or other communication channels, our customer support team is readily accessible by parking customers. Centralized databases provide the team with customer-related information on a city-by-city basis to ensure that customers receive a quick response and the highest level of service.

Quality Amenities Promote Customer Loyalty

Most of these programs are available at little or no cost to the owners of the facilities. However, increased customer loyalty pays handsome dividends in terms of enhanced location revenue, as people prefer to park at a facility where they feel more comfortable and know that their business is appreciated.

Issue Resolution

It is simply not enough just to identify when a customer has an issue. When customers feel that it is necessary to voice a complaint, we take the necessary steps to ensure that the complaint is heard and resolved to the best of our ability.

Most customer complaints are handled at the local level. Usually, a customer would contact our Facility Manager or the client representative to voice a complaint. Once the Facility Manager receives the complaint, he or she will work to resolve the issue. Whenever management receives a complaint, that manager is responsible for ensuring the complaint is resolved.

There are two other means by which complaints can be registered: Through the Contact Us link on the company website (www.spplus.com), customers may register complaints via the link; or by phone (312-274-2000). In addition, the company website provides names and phone numbers of upper-level



managers who can be contacted directly via telephone or email. All complaints are registered in a database and automated email notifications are sent to representatives of the company based on the allegation type. All complaints are investigated and all findings are electronically recorded in the database. Complaints received by telephone are routed to the appropriate manager for resolution.

Issue Resolution Training

Our employees receive specific training on administering customer complaints through our “Three Keys to Customer Satisfaction” classroom-based training program and our **SP+ University™** web-based training system. The training focuses the following step-by-step process of handling customer complaints.

- + Identify and confirm the issue
- + Identify the root cause of the issue
- + Fix the issue
- + Confirm the customer is satisfied

Customers Who Want to be Heard

These customers can be the most challenging because sometimes they are angry or upset to the point where they feel they need to complain. Some of these customers are looking to “vent” their frustrations and they want an employee to be their listener. Employees are trained to listen effectively to them to identify the issue. Employees remain professional, patient, and offer a solution. They remember the “Magic” and “Deadly” words and phrases discussed during training and choose the most appropriate words when offering a solution.

Above all, employees never take the customer’s words personally. If a customer does not want to accept a solution, the supervisor is called. They will always be available to assist with these situations.

By using the appropriate approach to resolve customer issues, we provide a professional level of service and perform the responsibilities of our position.

Being Prepared

Providing the best in service with the different types of customers every day can be the biggest challenge of customer service. Below are some tips that employees are given to help them remain professional with all types of customer situations:

+ Keeping Cool

Staying calm helps employees remain professional and in control of any situation. Here are some tips employees are trained to remember to help them remain calm:

- Make eye contact when possible.
- Keep your voice at an even pitch and your words clear.
- Treat everyone with respect.
- Don’t take the bait—if the customer is being difficult or uncooperative, don’t join in and be difficult towards the customer.

+ **Saying the Right Thing**

Saying the right words the right way makes the difference between a satisfied customer and a difficult situation:

- Turn “You” statements into “I” statements. For example, instead of saying, “You said...” use “I heard...”
- Avoid using phrases that don’t offer any type of help. For example, “I can’t help you,” “It’s not my job,” “That’s against policy.”
- Offer only information that you know is accurate. If you are not sure of an answer, call your supervisor. Keep your instructions simple.

+ **Showing Sensitivity**

Some customers may want to express their dissatisfaction with our facility, while others want to talk about an issue that has nothing to do with our operations. Whether a customer is unhappy about the facility rates or because their son is failing math, some tips employees are trained to remember to help the situation are listed below.

- Listen attentively and express your understanding.
- Apologize for any inconvenience the customer may have experienced and offer any information that may help better explain the situation: “I am sorry you couldn’t find our facility. Due to construction we had to temporarily remove our signage.”
- If you don’t understand what the customer is saying, ask for clarification: “I am not sure I understand, could you please repeat that for me?”

+ **Dealing with Angry People and Difficult Situations**

There will be times when employees encounter rude or angry people. Our employees are trained to keep in mind the following:

- There are no difficult people; only people who behave in a difficult manner.
- Don’t take it personally. Most likely, these types of customers are going to be rude no matter who is working at the facility.
- Your job is to state and follow the policy, not to enforce it. If a situation gets out of hand, call your supervisor.

Signage & Graphics

In addition to being clean and efficient, parking facilities need to reflect a clearly understood and professionally maintained signage system. **SP+** maintains its own sign production facility known as **SP+ Signs**. **SP+ Signs** is a recognized leader in providing facility signage that contains clean, crisp, unambiguous visual instructions and pathway markers.

Our internally-produced signs and related items generally cost 30% less than those produced at retail sign shops. Additionally, by purchasing signs from our sign shop, clients are assured of consistent and quality designs, formats, and language in use at their facilities all across the country.

Our commitment to providing an aesthetically pleasing and efficient parking facility was evident last autumn, when SP+ provided the City with a concept for improvement and enhancement of the Pierce Street parking structure. We have enclosed the concept documents and look forward to discussing it and other ideas to improve the look and feel of the parking facilities.

Musical Theme Floor Reminder System

In facilities equipped with our musical theme floor reminder system, a different song consistent with the “theme” chosen for that particular parking facility is played on each parking level. This helps customers recall where they left their cars. The music is reinforced on each floor by dramatic graphics—distinctive to the specific song being played on that floor—displayed in the elevator vestibules and throughout that level’s parking bays.

“Tear-off” sheets located near elevators are often provided for customers as reminder notices. All elevator cab panels specifically integrate the same graphics displayed on the various floors. The graphics are also displayed on the main parking facility directory and in garage maps.

Lighting & Painting

Facility aesthetics are affected significantly by lighting levels. While our stringent inspection and maintenance checklists ensure that all of a parking facility’s lighting fixtures are operative and that burnt-out bulbs are replaced promptly, we also can paint strategic portions of the facility with high gloss white paint to reflect the light generated by the facility’s fixtures. Doing so maximizes illumination levels and the facility’s overall brightness, which in turn affects both the facility’s general aesthetic appeal as well as its patrons’ perception of safety and security.

Little Touches of Home


We bear in mind at all times that your parking facilities serve as the “front door” for the City’s residents and visitors. This recognition fosters an attention to the small details that can make a dramatic contribution towards warmth and ambiance, usually at modest cost. At several of our locations, for example, we incorporate a flower box into the entrance and exit areas. We constantly search for similar little touches that we can implement at our facilities to create inviting, user-friendly environments.

c. Maintenance Plan

Facility Cleanliness

The parking garage appearance is the first and last impression of all workers and visitors to the City of Birmingham's parking facilities. **SP+**'s goal at all times is to provide our parking patrons with safe, clean and efficient facilities. We take an intense pride in the unsurpassed cleanliness of our parking facilities, which results from our adherence to rigorous housekeeping, inspection and maintenance standards. Our inspection checklist is customized to the specific requirements of each parking facility that we operate.

Sample Facility Maintenance Checklists



Birmingham, Michigan

Routine Tasks	Complete
Attend to PARCS equipment first:	
Inspect all entry/exit stations and gates for damage	
Remove graffiti	
Adjust gate arm leveling	
Inspect payment points for tampering, jams and debris	
Wipe down unit	
Check receipt paper levels and refill if necessary	
Check accuracy of time	
Check elevators are in service and lights are working	
Walk Garage-Remove Litter	
Sweep towers-top to bottom	
Empty trash receptacles	
Mop elevators	
Mop lobbies/common areas	
Wipe handrails and ledges	
Check perimeter of garage	
Clean bathroom	
Clean store room/break room	
Sweep equipment islands	
Sweep common areas	
Clean windows	
Check garage lights	
Check for tripping hazards	
Remove snow/ice (seasonal)	
Apply Salt (seasonal)	

Supplies Needed:

DAILY FACILITY INSPECTION - US AND CANADA

Location # _____

This is a guideline and some items may not be applicable to all locations.

The Facility Manager or designee will inspect all items daily. If action is required, document the issue below (Action Taken), including the date and time the action was taken. Retain completed forms per company record retention policy.

Inspection	Sat	Sun	Mon	Tue	Wed	Thur	Fri
Date:							
Time:							
Floor surfaces were inspected.							
Lighting was inspected.							
Common area were inspected and cleaned of visible trash.							
Lot areas were inspected and cleaned of visible trash.							
Emergency exits were inspected and cleaned of visible trash.							

Action Taken:

1. _____
2. _____
3. _____
4. _____
5. _____

Client notification required: Yes No (circle)

Facility Manager Signature: _____

Date of Facility Manager Review: _____

March 2019

Detailed Maintenance Plan

Our detailed maintenance plan starts with our employees. Each employee is continuously trained in areas that focus on proper maintenance procedures. This training can be in a group setting, one-on-one with a manager or through our **SP+ University™** on-line training program.

Additionally, weekly meetings are held with the Maintenance Manager to discuss upcoming projects and clearly establish goals for the employees.

SP+ also places a large degree of emphasis on safety. As such, our employees meet monthly to cover safety topics related to our operations such as ladder safety, snow and ice removal or proper machine handling procedures.

Through our extensive experience with the City's facilities, we have developed a maintenance schedule tailored to the specific needs of those facilities which includes the following:

Daily/As Needed

- + Removal of debris throughout the facilities and outside grounds
- + Inspect, sweep and mop elevators
- + Sweep stairwells and pedestrian walkways
- + Window cleaning
- + Sweep and mop restrooms and other public areas
- + Graffiti is removed or covered if necessary within 24 hours

Weekly/As Needed

- + Thorough washing of windows and sills
- + Cleaning or cover-up of foreign markings on equipment and facilities
- + Wipe down handrails, piping and bollards
- + Bird abatement
- + Inspect signage, clean or replace as necessary
- + Inspect HVAC units in pump rooms and elevator mechanical rooms

Quarterly

- + Touch up painting throughout facilities
- + Pressure washing of stairwells and lobbies
- + Thorough walk through of facilities to inspect striping, and identify water leaks, stuck drains, exposed rebar or other structural issues

Semi-Annual/As Needed

- + Power wash all parking areas and drive lanes

Signage & Graphics

In addition to being clean and efficient, parking facilities need to reflect a clearly understood and professionally maintained signage system. **SP+** maintains its own sign production facility known as **SP+ Signs**. **SP+ Signs** is a recognized leader in providing facility signage that contains clean, crisp, unambiguous visual instructions and pathway markers.

Our internally-produced signs and related items generally cost 30% less than those produced at retail sign shops. Additionally, by purchasing signs from our sign shop, clients are assured of consistent and quality designs, formats, and language in use at their facilities across the city.

A parking facility has many signs throughout to guide and inform visitors. A daily inspection is made of signage at and around the entrance and exits of the facilities which tend to be of a more temporary nature. These include equipment instructions, rate signage, machine decals and clearance bars. These signs can be easily cleaned or replaced as necessary.

Other signs throughout the structure are more static such as directions to other parking areas, elevators or stairs. These signs are cleaned on a weekly basis and checked by management for wear and possible replacement on a quarterly basis.

Preventive Maintenance

Maintaining the SKIDATA Parking Access Control System is essential to the integrity of the parking program to not only ensure proper revenues are received, but also to maintain high levels of customer service. We have adopted a comprehensive preventative maintenance plan. Below is an outline of our approach to general preventative maintenance.

Daily/As Needed

- + Inspect all entry and exit stations and gates for damage
- + Remove graffiti
- + Adjust gate arm leveling
- + Inspect payment points for tampering, jams and debris
- + Wipe down unit
- + Check receipt paper levels and refill if necessary
- + Check accuracy of time

Monthly

- + Clean printer with compressed air
- + Clean credit card reader with cleaning card
- + Remove dirt and scuffs

Quarterly

- + Schedule preventive maintenance with vendor

If the PARCS equipment is unable to be repaired by our local staff, we retain an authorized SKIDATA vendor, Harvey Electronic Controls. Harvey installed the PARCS equipment and has continued to maintain it during its warranty period which will soon expire. **SP+** will pursue a service agreement at that time to cover the equipment throughout our contract period.

Lighting and Painting

Facility aesthetics are affected significantly by lighting levels. While our stringent inspection and maintenance checklists ensure that all of a parking facility's lighting fixtures are operative and that burnt-out bulbs are replaced promptly, we also can paint strategic portions of the facility with high-gloss white paint to reflect the light generated by the facility's fixtures. Doing so maximizes illumination levels and the facility's overall brightness, which in turn affects both the facility's general aesthetic appeal as well as its patrons' perception of safety and security.

Daily/As Needed

- + Replace burned out bulbs
- + Mark broken fixtures and record on electrician list
- + Remove cobwebs or other debris from around the fixtures

Weekly/As Needed

- + Clean fixture covers

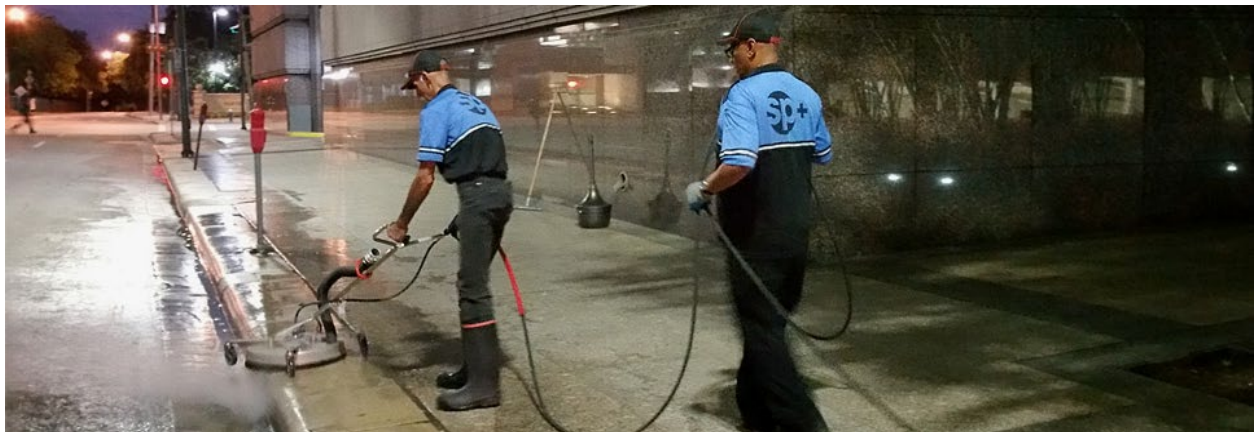
SP+ also develops a tailored painting program each spring. This program identifies areas that need a new coat of paint throughout all the facilities and prioritizes the work to complete it in an efficient manner. Special care is taken at the entrances and exits where curbing sees the greatest need. Each lane's curbing in addition to the bollards and traffic arrows are painted annually to provide a clean and fresh look to the facility entrances.

The following areas are also closely examined to develop our annual painting plan:

- + Stair tower walls, ceilings and handrails
- + Changes in elevation around pedestrian walkways
- + Decorative rails
- + Protective bollards
- + Bathrooms and breakrooms

For clients who own parking facilities, **SP+** has established meticulous maintenance standards and implemented them through a carefully developed, strictly enforced monitoring system. Our rigorous housekeeping and maintenance standards are incorporated into detailed inspection checklists customized to the specific requirements of each parking facility.

Through coordinated planning with parking facility management, our service line—**SP+ Facility Maintenance**—can provide power washing and sweeping, interior painting, lane restriping, concrete repairs, and basic housekeeping such as landscaping and lighting maintenance.



Power Sweeping & Washing

Our power sweepers assist our managed facilities with large-scale dry debris removal. We can perform nightly to weekly maintenance that ensures cleanliness and safe conditions for parking customers. Our power washing service is available for a myriad of surfaces, including walls, sidewalks, driveways, and even tennis courts. Our technicians are trained to use appropriate chemicals, water volumes, and pressures.

Power sweeping occurs daily when weather allows. Because these machines are highly susceptible to moisture, rain or snow can limit their use. Our local team will use the current sweeper each evening and early mornings when the facilities are at their lowest occupancy. Due to noise ordinances in the City of Birmingham, the machine cannot be used in the late-night hours. With this schedule, each garage will be swept monthly and can be spot swept as necessary.

Our local staff also conducts a spring wash down of each facility. This helps remove the salt residue and dirt left over from the previous winter. Because this wash down does not use power equipment, it can be done in the late-night hours when only a handful of cars remain in the facility.

SP+ has proposed a solution to provide the City with a power washing system. This system, when used in conjunction with the power sweeper, will result in noticeably cleaner facilities for the City of Birmingham. It will be used during similar hours to the power sweeper to ensure that all facilities are power washed semiannually at a minimum with higher traffic areas cleaned more often.

Greener Cleaning

SP+ seeks out and applies new methods for greener cleaning. When it comes to pressure washing, we are extremely sensitive to the added responsibilities that strict EPA waste water reclamation regulations impose on us and our clients. We have made a substantial investment in both the equipment and the skills needed for compliance. We dispose of all sweeping waste only at approved disposal sites. From recycling to submitting paperless reports to seeking out local suppliers and alternative fuels, we work hard to reduce our carbon footprint.



Case Study #1 – Center Garage – Detroit, MI

SP+ took over management of this large, high volume parking garage in January 2017. It was immediately apparent that the garage lighting was not up to current standards set by **SP+**. The old fluorescent fixtures did not disperse light well which made them a safety issue. Additionally, the old lighting resulted in high electric bills.

SP+ began soliciting bids to replace or retrofit the existing lights with new higher efficiency LED lighting. We obtained three comparative quotes and developed a comparison report for the facility owner. With these quotes we were able to show the owner a benefit of greater visibility and safety in the facility as well as a lifetime cost savings through lower electric bills and fewer insurance claims.

The selected lighting vendor offered a two stage LED light with motion sensing in a slim fixture that fit easily into the ceiling pattern of the parking deck. The motion sensor allows the fixture to dim when there is no movement within 10 feet. This function along with a lighting plan showed a 20% reduction in electricity costs at the facility in the first year and improved the look and perceived safety for our guests.



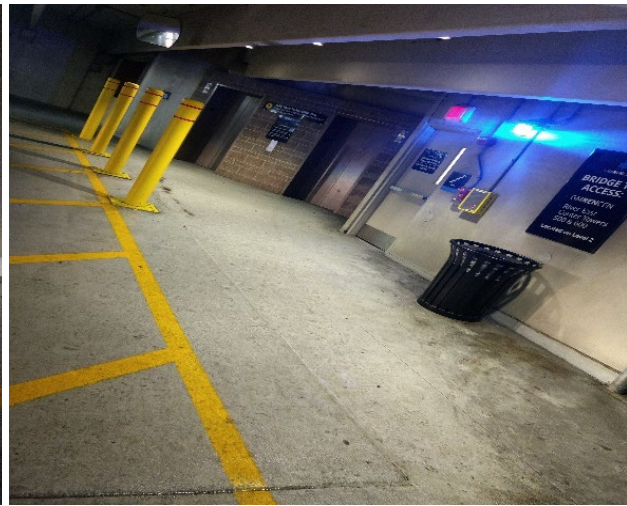
Case Study #2 – Renaissance Center – Detroit, MI

SP+ has managed the parking operations for CBRE at the Renaissance Center in Detroit since 2013. This property consists of 12 locations with a mix of garages, open lots and valet podiums.

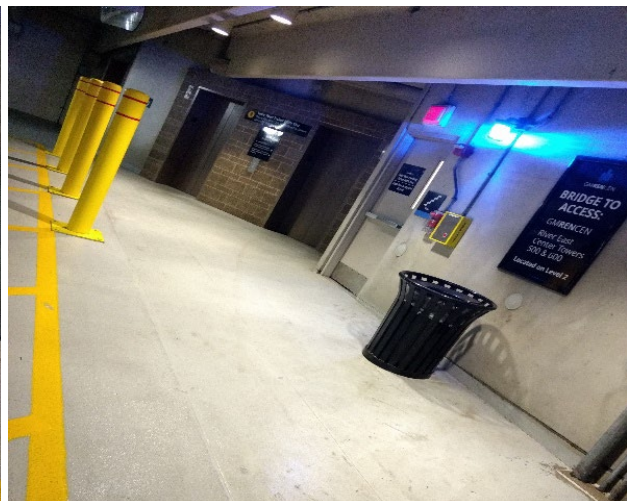
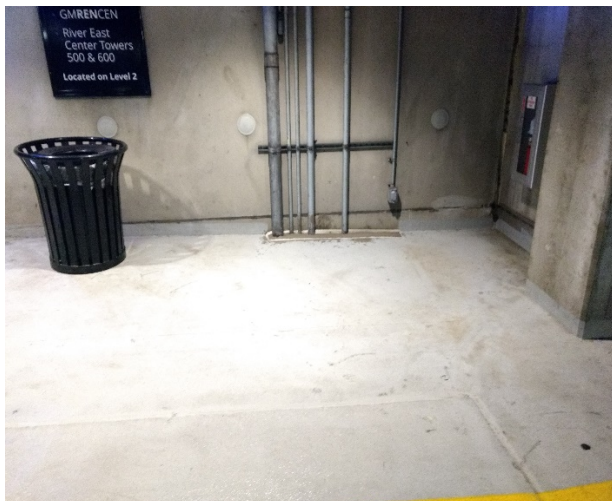
CBRE had a contract for power sweeping and washing through another vendor when we began our relationship. It became clear to us very quickly that this vendor was not able to complete according to the standards that the property manager expected.

As a leader in facility maintenance, **SP+** provided a comprehensive bid to the property manager to take over a greater role in the maintenance of the parking facilities. We were able to secure the contract and purchased power sweepers and power washers similar to the model that we propose for the Birmingham facilities. As you can see by the attached pictures, we were able to make an immediate impact on the cleanliness of the facility.

Before:



After:



In the shortened first year of the contract, **SP+** was able to clean 875,000 square feet in the facilities associated with the location. Our plan for 2019 includes 2.3 million square feet of garage decks, sidewalks and other public areas.

d. Transition Plan

Since we are already the City of Birmingham's parking service provider—if we are selected to continue our partnership—there would be no transition necessary! No down time between operators; no learning curve; no training; no new onsite manager—No interruption of service levels for the patrons of the City of Birmingham's parking system.





Key Performance Indicators (KPI)

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Key Performance Indicator Example

<u>Key Performance Indicators</u>		<u>Weight</u>	<u>Goal</u>	<u>Possible Earnings</u>	<u>Q1 Result</u> %	<u>Q2 Result</u> %	<u>Q3 Result</u> %	<u>Q4 Result</u> %
Fiduciary Performance		60%			0%	0%	0%	0%
	Management Report	15%	Monthly by 15th					
	A/R	15%	</= 5%					
	Invoicing	10%	30th of next month					
	Budget	10%	</= 5%					
	Card Audits	5%	Monthly					
	Market survey	5%	Quarterly					
Patron Relations/Satisfaction		15%			0%	0%	0%	0%
	Customer Service/Safety Training	5%	Quarterly					
	Mystery Shopper	5%	92%					
	Customer Response Time	5%	< 1 hour					
Facility Operations		25%			0%	0%	0%	0%
	Cleanliness	15%	92%					
	Equipment Downtime	5%	< 8 hours					
	Technology/Operations	5%						
		100%		Total	0%	0%	0%	0%
				Total possible	100%	100%	100%	100%



Parkonect Pricing Quotations & Product Detail Sheets

INNOVATION IN OPERATION®

www.spplus.com

HARVEY ELECTRONICS & RADIO

28287 Beck Road Unit D-2
Wixom, MI 48393

Estimate

Date	Estimate #
11/26/2018	539

Name / Address
SP+ Birmingham Tiffany Gunter 151 Martin Street Birmingham, MI 48009

Project

Description	Qty	Rate	Total
Parkonnect Software bundle	1	18,950.00	18,950.00T
Process PC to run Parkonnect interface	1	2,100.00	2,100.00T
Install, setup, and test software	60	115.00	6,900.00
		Subtotal	\$27,950.00
		Sales Tax (6.0%)	\$1,263.00
		Total	\$29,213.00



PROPOSAL

DATE: 12/07/18
ORDER #: 5Birmingham112818.1

CORPORATE OFFICE:

3663 Woodhead Drive
 Northbrook, IL 60062
 Phone: 312.878.1220
 Fax: 312.431.0738
www.parkonect.com

BILL TO:

Jay O'Dell
 SP+

LOCATION:

Birmingham MI Summary
 11 in, 12 out

Product	Description	Qty	Unit Price	Amount
Hardware				
P4-OMNR-24 entry	Parq IV Mini Head (for entry)	9		
P4-OMNR-24	Parq IV Mini Head with heater (for entry)	2		
SUN	Sun Visor	6		
P4-OMNR-24 exit	Parq IV Mini Head with credit card (for exit)	12		
PED-42	Universal Pedestals	23		
SWTC	Switches	11		\$ 85,200.00 T
			Discount --->	\$ (8,520.00) T
Setup and Configuration				
OK-RM	System Configuration	6		
CC-RM	Credit Card Gateway setup	6		
SWTC	Network configuration, routers/switches	6		
				\$ 5,950.00
Installation	Networking, CAT5, Mount, power, gate vend and loop sense			TBD
Startup	Parkonect coordination with installation, remote startup, testing and web-training			\$ 2,125.00
<i>*Monthly software license fee for webservice with online sellers is charged, as outlined in individual location pricing.</i>				
<i>*** Extended hardware warranty is available at \$600 per device per year. A 3 year plan is \$540 per year per device.</i>				

Payment Terms

75% on Order/Prior to Shipment / 25% upon Acceptance

Acceptance (Order Terms Attached):

SUBTOTAL	\$ 84,755.00
TAX	6.00%
SHIPPING & INSURANCE	\$ 1,730.00
TOTAL	\$ 91,085.80

Name

Date

Date: December 7th, 2018

To: Jay O'Dell
SP+

From: Peter Madjarov
Parkonect, LLC
Peter@parkonect.com

RE: Universal Scanners for Birmingham MI garages

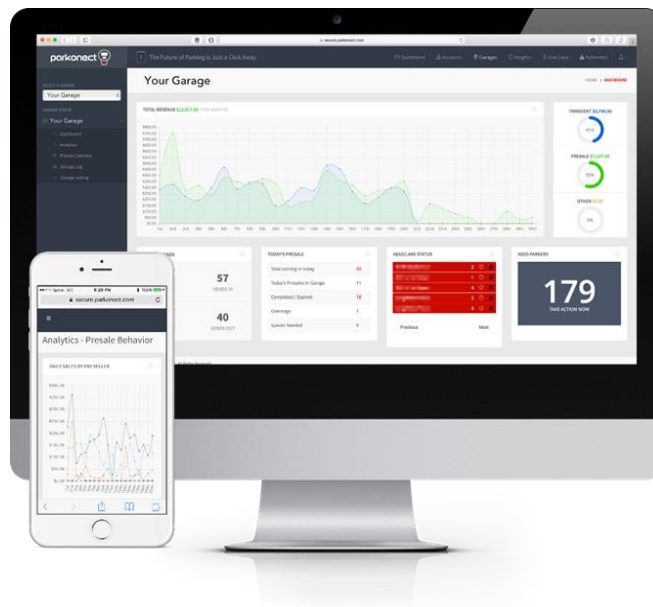
Jay –

Thank you for the opportunity to provide a bid for Parkonect scanners to the Birmingham, Michigan garages. As you know, parking is getting more mobile each, and every day and your consumers, like those in almost every other industry, are seeking real-time information and “on demand” services. Parkonect empowers your facility to capitalize on this shift better than any other solution.

At Parkonect, we connect customers to your garage. We combine cutting-edge hardware, smart software and a deep portfolio of integration partners to help operators and garage owners take full advantage of the massive shift toward real-time transacting, all while providing a revolutionary parking experience that is fully controlled.

- **Parkonect is the market expert.** Parkonect has the most multi-vendor third-party online parking integrations, letting you unlock the true potential of Internet presales without being constrained to a single vendor. We feature ParkMobile, SpotHero, ParkWhiz, Parking Panda and a whole lot more. Currently, our solution annually transacts +\$55,000,000 of mobile/app parking.
- **ParkMobile OnDemand.** Instantly tap into ParkMobile’s millions of customers at your gated facility and reap the rewards of our “Scan-and-Go” integration. Customers scan in and out of your facility without any need for pulling a ticket or swiping a credit card – smooth, fast and simple. And, Parkonect tracks activity and durations, calculates fees and communicates in real-time with ParkMobile, ensuring these paperless transactions have the highest level of accountability and control while boosting revenue at your facility.
- **We show you how to make more money.** The best way to maximize online sales NOI is by strategically price-banding your product offerings by analyzing *actual* usage information. Parkonect’s cloud dashboard provides real-time consolidated graphical insights of vendor data, arrival, use, count information, and more in both detail and summary formats for strategic management decision-making.
- **Our platform continually evolves to bring you more revenue channels at no cost.** Our technology dynamically supports other emerging transportation-based channel providers without requiring onsite reconfigurations or added cost. You are not purchasing a static system when you choose Parkonect... quite the opposite, you have a solution that will grow and change with the market as it changes.

Parkonect's real-time analytics and cloud control is proven to generate revenues 5x faster than other options for mobile and app-based transacting.



Parkonect gives you advanced capabilities, well more than just connecting you with today's leading mobile and app-based sellers.



Bottom line is that we understand the importance and value of generating revenues by selling your vacancies online and we give you the most opportunities to do this through our integrations. We also know that such presale activities SHOULD NOT cause access issues to your customers, undermine the integrity of your garage's revenue control, increase your need for onsite labor, or create chaos at the garage when your team tries to manage the pre-sold inventory flow. Our real-time data aggregation and cloud based revenue and remote management system ensures you just that protection while driving the experience that keeps your customers where they belong... *your garage*.

Hardware

Parkonect's Parq IV universal barcode reader and gate controlling hardware, or P4 as it referred to in this document, is a state of the art scanning system that is capable of scanning 1 or 2 dimensional barcodes regardless if they are printed on paper or displayed on a cell phone. Our uniquely designed, circular shape and our customized flashing red scanning system provides for the perfect customer experience... one they expect in today's smartphone era.

The P4 incorporates a powerful PC processor with up to 8 gigabytes of memory and can be interfaced using Ethernet, Wi-Fi or cellular Internet connectivity. This hardware is truly plug and play... all that is needed is

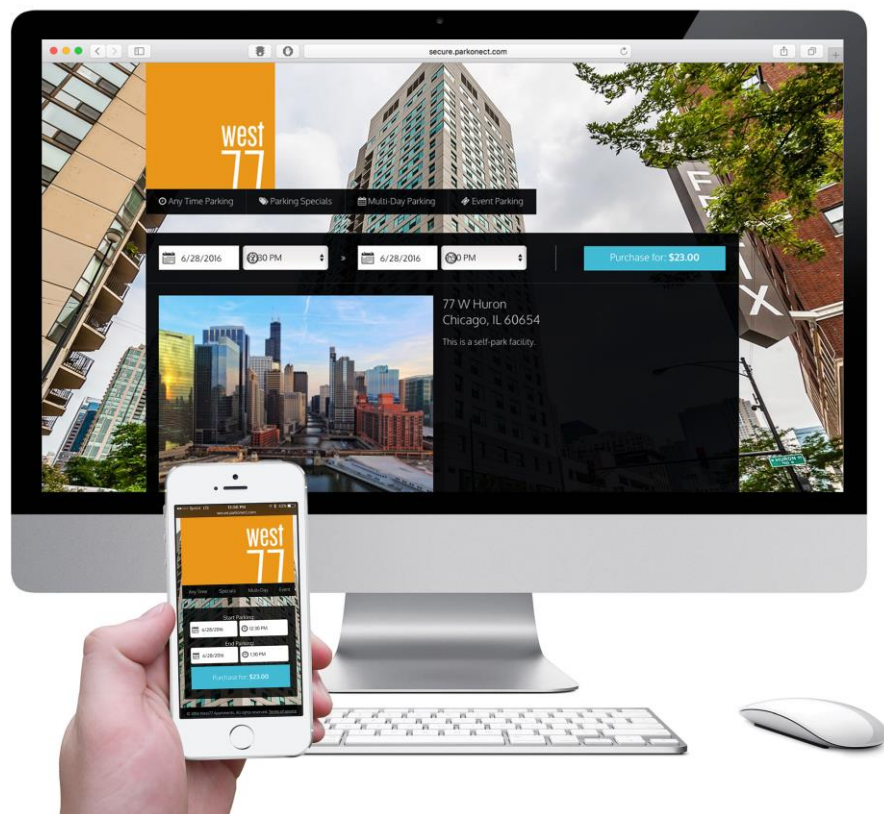
power and Internet. And, when the P4 exit station is equipped with our end-to-end encrypted credit card reader, our solution captures overstay revenue in a fully PCI compliant manner (we tie to your existing merchant ID but transact through a separate, PCI compliant gateway). Each P4 requires an Internet connection, 120 VAC, and a relay closure and loop sense connection to the gate/barrier to be controlled. The P4 does not provide any signal other than barrier gate opening and we track gate vends and counts based on verified entries and exits. The P4 heads will be installed either on the side of the legacy equipment with our Universal Mount or in close proximity to the other vendor parking equipment on a custom made 40" mounting pedestal that has a 5" x 5" base plate.



P4-14 Entry Reader

Your Branded Selling Engine

The Parkonect solution comes with the option to create a private label, fully responsive web reservation system that will allow garage operators to custom tailor their product offerings and sell them directly to its customer base without incurring 3rd party commissions or transaction based fees. Our reservation system lets you sell what you want, when you want. Sell events, daily specials, validations, hourly parking, multi-day parking, in and out privileges, and more.



Our intuitive reservation system is highly flexible, yet simple to use. And, our direct link function allows operators the ability to easily provide host websites (i.e. hotels, area events) a specific link for redirecting traffic to the parking reservation system. When this link is “hit”, it passes any related keyword parameters that are included in the link to directly correspond to event based parking products listed on your website. This allows for a more seamless transition for the customer, ultimately making their purchase experience quicker and more rewarding.

ParkingPass Generator

The Parkonect solution also comes with our patent pending ParkingPass Generator. The ParkingPass Generator allows your tenants to send their guests parking passes risk free. You can rebill them based on actual use *or* issuance. Better yet, we can rebill overage at the exit for payment by the parker OR rebill it to the tenant and let the parker out for no charge. This is very, very powerful tool that let's you tap into your customer's customer.

Valet Tracker

Is your facility used (abused) by 3rd party valets? Parkonect's Valet Tracker gives you total access control over valets while simultaneously tracking each and every vend as well as duration of stay in real-time.

- Our system tracks how many valets are in the garage, the name of the individual valet that parked or retrieved a car, and correlates the valet ticket directly to its entry and exit vend.
- Our cloud-based reporting breaks down vends by each active valet company, shows parking durations by valet ticket number, and allows for the calculation of the value associated with the valet ticket's duration based on the rate card of your choice, allowing you to rebill or analyze your 3rd party valet programs.

Instead of letting valets come and go with FOBs or using validations that can't truly be tied to the car's entry time, Parkonect's Valet Tracker gives you 100% visibility into each valet parking transaction so you can maximize revenue while maintaining the highest level of control over your parking space inventory.

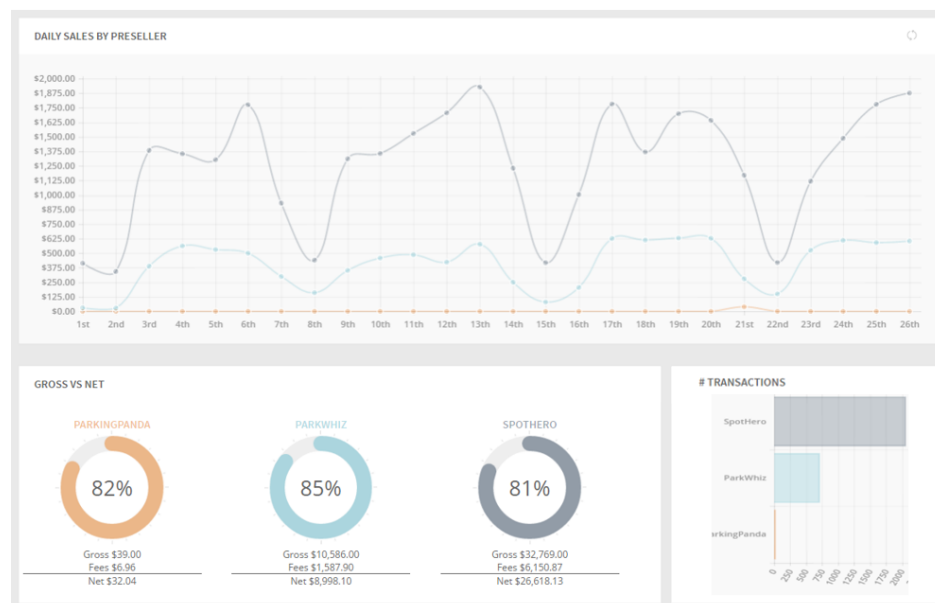
Software and Reporting

Parkonect provides real data to your fingertips instantly from any PC, smartphone or other Internet-connected device. Our solution includes dashboard, analytics, reporting, logs and other management tools that let your team manage your garage from anywhere, anytime. And all of our reports can be run based on a variety of variables and date ranges so you can hone in on the information you specifically need.

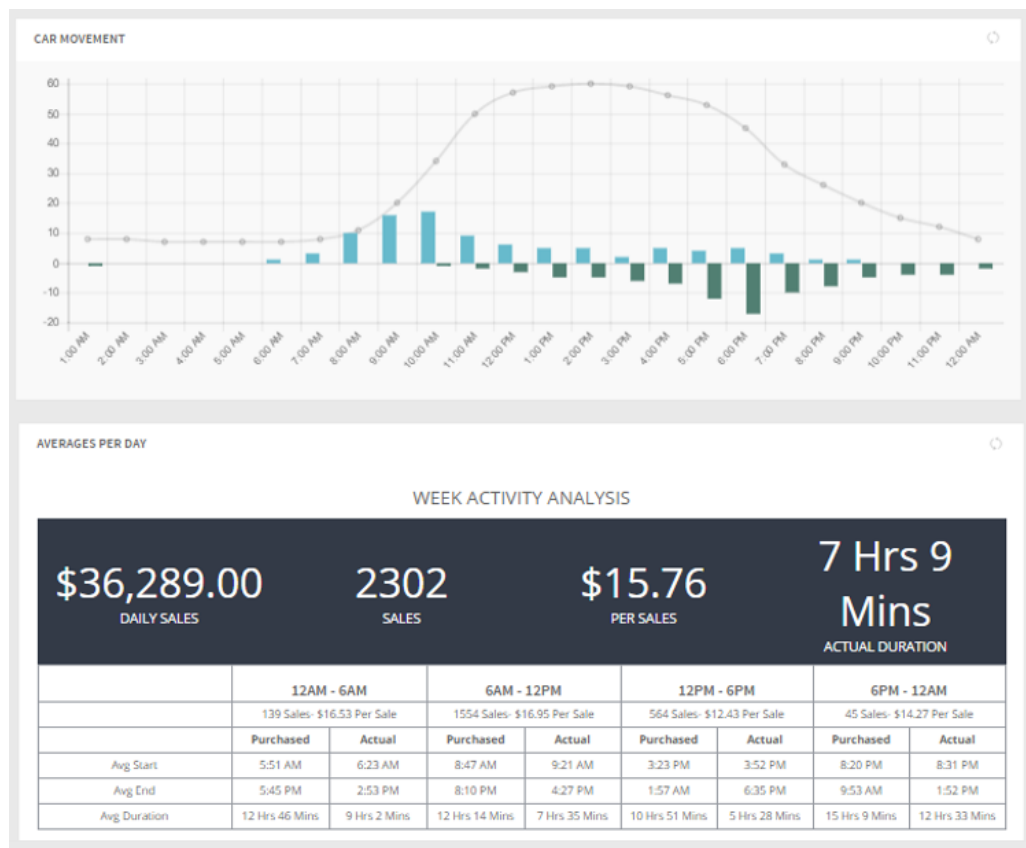
Our cloud-based solution is accessible to all approved users by visiting <https://secure.parkonect.com> and entering in unique user names and passwords. Within our system, we provide for multiple permission levels, thereby allowing management teams the flexibility to determine who sees what information on a customer- or garage-level basis.

Key Features:

- **Real-Time Web-Service:** We keep in constant communication with your presale vendors, ensuring pre-sold transactions are captured in our secure databases less than 1 minute from point of sale. We also update them instantly when their parkers check in and out of the garage, allowing your vendors to sell more spaces even if inventory is low. This two-way communication is essential for maximizing your revenue.
- **Aggregated reservation summary, detailed sales and car count reporting** that can be reconciled to the revenues and balance reported individually by your presale vendors.



Presale behavior and occupancy analytics to compare vendor activity on a gross, net, purchased and actual basis with corresponding car movement analysis broken down by week, week day and weekend. In addition, we have reports which detail entry, exit, and net car counts for each hour and broken down by vendor with quick access to the underlying transactional detail for deeper analysis.



- APIs that allow you to push presale results and related presale customer data/ information to other management tools.

- Presale calendar showing aggregated gross, net and transaction sales on simple-to-use and on prospective daily, monthly or custom view basis. With our “One Click” functionality, you can easily see the underlying data by clicking any date shown.

December - 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 222 \$3,195.00 gross \$2,707.77 net	2 221 \$4,880.00 gross \$4,093.34 net	3 158 \$3,251.00 gross \$2,711.27 net
4 153 \$2,119.00 gross \$1,782.85 net	5 175 \$2,395.00 gross \$2,019.91 net	6 194 \$2,496.00 gross \$2,118.57 net	7 212 \$2,737.00 gross \$2,298.73 net	8 165 \$2,589.00 gross \$2,171.94 net	9 248 \$4,507.00 gross \$3,772.54 net	10 63 \$1,362.00 gross \$1,133.55 net
11 116 \$1,523.00 gross \$1,286.60 net	12 143 \$1,726.00 gross \$1,459.03 net	13 188 \$2,402.00 gross \$2,020.91 net	14 203 \$2,587.00 gross \$2,179.15 net	15 213 \$2,853.00 gross \$2,398.32 net	16 288 \$5,564.00 gross \$4,650.20 net	17 207 \$4,787.00 gross \$3,904.40 net
18 175 \$2,478.00 gross \$2,084.67 net	19 205 \$2,477.00 gross \$2,091.59 net	20 247 \$3,647.00 gross \$3,065.30 net	21 270 \$3,802.00 gross \$3,193.09 net	22 338 \$5,703.00 gross \$4,798.26 net	23 277 \$4,195.00 gross \$3,555.10 net	24 107 \$2,235.00 gross \$1,816.38 net
25 132 \$2,604.00 gross \$2,159.73 net	26 357 \$6,586.00 gross \$5,551.12 net	27 308 \$5,963.00 gross \$5,090.96 net	28 328 \$5,601.00 gross \$4,751.49 net	29 311 \$5,616.00 gross \$4,710.06 net	30 356 \$6,119.00 gross \$5,156.81 net	31 365 \$9,727.00 gross \$7,974.91 net

- Transparency and Control: Our APIs have controls that restrict and report on changes made by vendors on reservations they have sold at your garage. Unlike other PARCS vendors that just accept reservations and let parkers in and out of your garage, Parkonect reports to you on a transactional level if any of the presales at your garage have been adjusted... either starting time, end time or price/fees and when the adjustment occurred. More so, we give you a full report on all reservation cancellations. This combined transparency allows you to know what’s happening at your garage and allows you the *true* ability to reconcile presale revenues against the monthly statements provided by these vendors.
- And More:
 - Early Entry Module: Our software provides various options for handling early arrivals, including early arrival grace periods, early entry rate tables and manual rate charging. In all cases, the system will expedite getting the customer into the garage while still informing them of any additional charges.
 - Real Time Rate Pushing and Gate Vending: Our cloud-based system allows for real-time rate pushing and loop-sensed remote gate vending. Your on- or off-site service team can instantly send a lost ticket or other rate to our exit station to collect from patrons who have either lost their ticket or need other rate related assistance. Alternatively, they can manually vend a gate in a controlled manner: every manual vend is reported

to a log that includes the user who performed the gate vend and their reason for doing so.

- Manual log-in/out Report: All transactions that are manually entered into the Parkonect software require a reason code. This report details the transaction ID, associated entry and exit times, reason code and the User ID who entered the transaction.
- Revenue by Rate and Credit Card Collections Reporting: These report breaks down all collected credit card sales as well as revenue by rate bands, with supporting transactional detail on a date range basis.
- iPhone and Android based monthly credentials: We can create custom tailored and branded credentials for your monthly parkers that can be used on both iPhone's Passbook and Android's PassWallet. This feature carries an additional monthly fee of \$19.95 for up to 500 active passes.

Here are examples of the monthly passes Parkonect has made for SP+:



iPhone Passbook



Credit Card Style



Key-chain

Remote Center

Parkonect's remote center module is a one-stop-shop for managing your facility. The aggregated data allows Customer Care Agents to know who is coming to the garage, who is in the garage, who has left the garage, the status of monthly users, and each and every "error" or "failed" scan attempt—all the necessary data to manage off-site as well as determine how many spaces are still needed to meet your pre-sale obligations. Not only can reservation data be sorted for quick customer service (order ID, name, email, transaction date, third-party vendor, garage, monthly account, etc.), we provide remote users the ability to log individual patrons in and out of the system when these patrons don't have their actual reservation on hand.

PCI Compliance and Data Security

We take all reasonable precautions to keep your information safe, secure, and PCI-compliant. Most importantly, we use ID Tech encrypted credit card readers, we store NO credit card data and our software is 100% PCI-compliant through the Nelix TransAx Gateway.

Our state-of-the-art redundant server cluster is professionally hosted and managed. Because we insist on superior redundancy, if one or more disk, power supply, fan or server fails, even if an entire building loses power, nothing will be lost and the system will not go down.

Proposal

Attached are hardware quotes for 5 Birmingham, MI garages individually, as well as a summary quote with a special discount applied. Please note the web-based software that runs the Parkonect solution is provided to you under a Master Subscription and Licensing Agreement which carries a monthly charge, as shown on the sample pricing. Our hardware comes with a 1-year warranty that covers defects in materials and workmanship and includes all parts and labor for the internal operations of the hardware. If service is necessary, replacement hardware can be shipped to the site or overnight swap made available. An extended warranty can be provided starting at \$600 per P4 per year.

As always, please feel free to call me with any questions.



Peter Madjarov – Sales

Cell 224.619.2717

Exhibit A - How Parkonect Works, in Simple Terms

Entry. Our hardware in the garage is connected to the Internet and stands ready to accept a barcode. When a parking patron arrives at the entrance lane, the equipment says *"Welcome to [Your Garage]"* and repeats the words *"Please Scan Below"*. Once a patron scans their barcode, which is easily identifiable because of the red flashing lights on our hardware's scanner, the hardware:

- Verifies a vehicle is present
 - When a vehicle is not detected, the screen will say "No Vehicle Present" and return to the start screen.
- After confirming the vehicle is present, the read barcode is verified to ensure it corresponds to:
 - An unrestricted time period
 - There are no "open" tickets with the same barcode
 - The barcode is not in violation of "passback"
- Upon successful verification, the hardware:
 - Displays the message *"Thank You... Gate Opening"* and sends a signal to vend the gate.
 - If the patron is early for a reservation, the equipment sounds an alarm and displays the message *"Early Entry Fee of \$[x] is Due at Exit"* and sends a signal to vend the gate.
 - Records a virtual ticket that includes the barcode number, date and time of entry on our cloud-based software
- Upon unsuccessful verification, a warning tone will sound and the screen will display the message *"error... please press help button"* and does not vend the gate.

Unsuccessful verification includes:

- Out of range barcode number
- A barcode number that has been disabled
- A barcode number with an open balance due
- A restricted time period.

Exit. Similar to "Entry", our hardware stands ready to accept a barcode. When the patron arrives at the exit lane, the hardware displays *"Thank you for Parking at [Your Garage]"* and repeats the words "Please Scan Below". Once a patron scans their barcode at the red flashing, the hardware:

- Verifies the vehicle is present and works as mentioned above.

- Reads and correlates the barcode to the virtual ticket that was created at entry and calculates the duration of stay between the entry time and the exit time (and checks for early entry fee, if applicable).
- At certain facilities, users will be given the ability to scan a validation before final payment is calculated. Similarly, a barcode can correspond to a “programmed” validation (i.e. heath club user) or pre-paid period within the system (i.e. Spothero, ParkWhiz, other). In either of these instances, the associated validation period is deducted from the duration to calculate the net duration.
 - If the net duration is zero or less (or an unrestricted monthly account where no calculation is necessary):
 - The virtual ticket is closed in the cloud-based software
 - The gate will vend and displays the message “*Thank You... Gate Opening*”
 - If the net duration is greater than zero:
 - The overage time will be compared to the rate table in effect for the day that on the system and the amount due will be determined and displayed on screen.
 - If the transaction included an early entry fee, this will be added to the overage fee and the gross fee will be displayed.
 - The patron will be require to swipe their credit card to satisfy payment.
 - Upon successful completion of the credit card transaction,
 - The screen displays “Transaction approved, Thank You... Gate Opening”
 - The virtual ticket is closed and the gate is vended
- Any unsuccessful verifications at exit will result in a warning tone sound sounding and the screen displaying the message “*error... please press help button*” and the gate remains closed.
- Unsuccessful verification includes:
 - Unknown barcode number
 - A barcode number that has been disabled
 - An uncompleted credit card transaction.

It is important to note, the Parkonect system *does not accept cash*.

Exhibit B – Responsive Reservation System

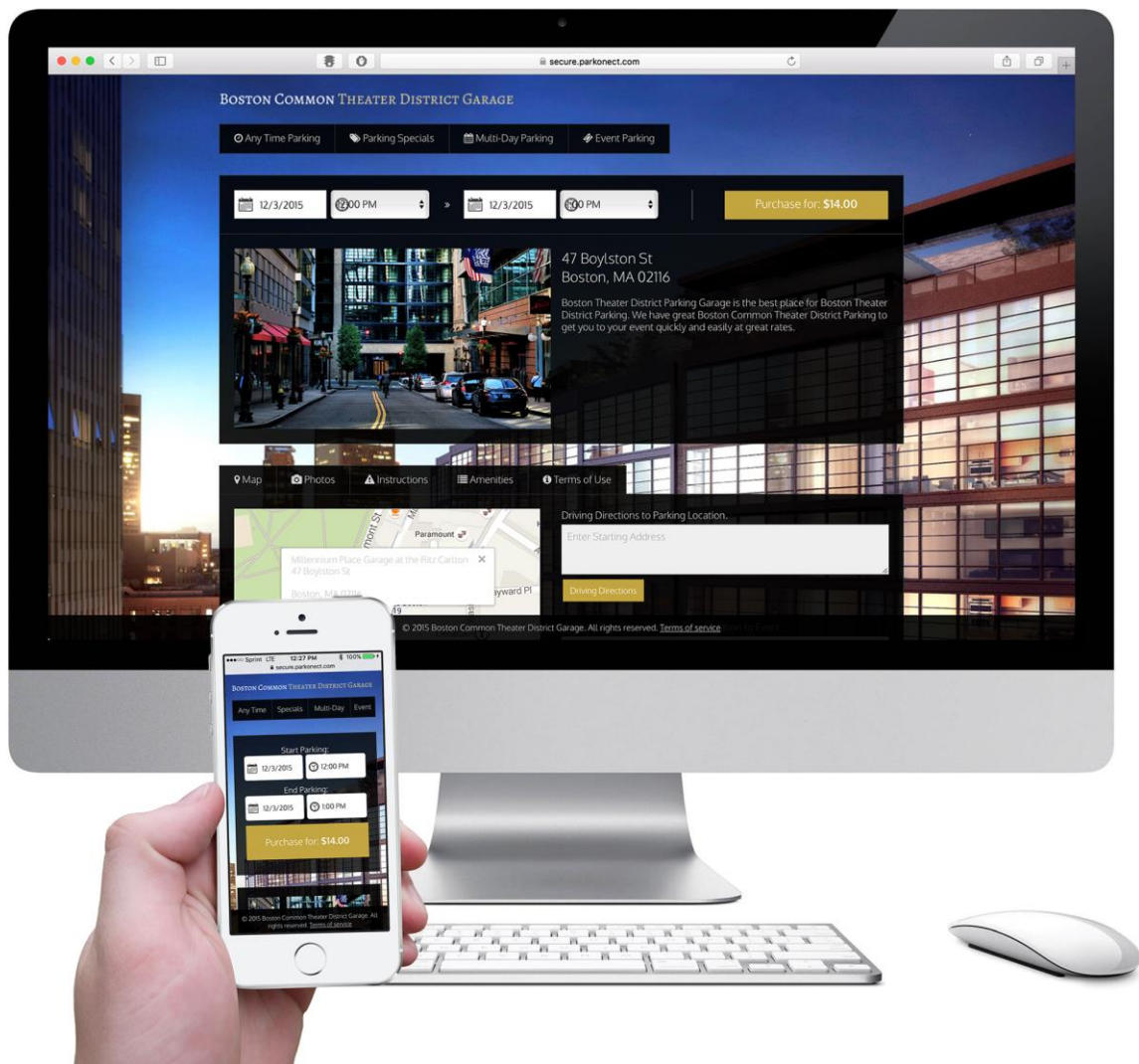
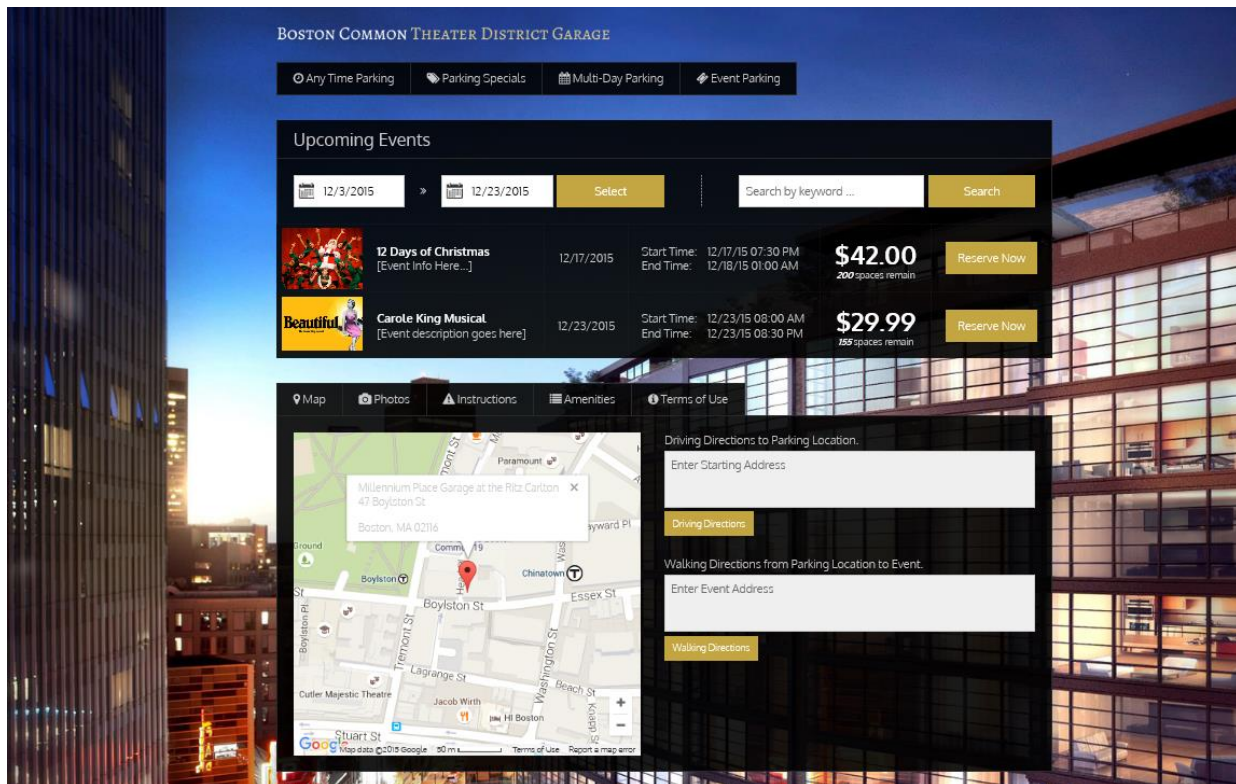


Exhibit C – Reservation System – Event Page (Example)





Mi-T-M Price Quotation

INNOVATION IN OPERATION®

www.spplus.com



50 Mi-T-M Drive • P.O. Box 50 • Peosta, Iowa 52068
 Phone: 800-367-6486 • Fax: 563-556-1235 • www.mitm.com

Price Quotation

Date: February 20, 2019
 Prepared For: Jay O'Dell
 SP Plus Corporation
 Project Name: **Recovery Trailer quote**
 Prepared by: Aaron Auger

Qty.	Part Number	Description of Goods Quoted	Price	Extended
1	Recovery Trailer	5' x 8' Recovery trailer will include: -HDS 3505 1H6G hot water pressure washer. 3000 psi, 5 gpm, 180 degree max temp. Hour meter, Adjustable unloader (3500 psi max, 2000 psi min.) Clutch drive option, larger alternator. - 300 gallon water storage tank. Metal cage for added protection. -PWR-10-0ME1 vacuum recovery system. Includes 10 micron carbon steel filter, upgraded sump pump, fittings and vacuum hose to accommodate higher temperatures. - Dual hose reels. High pressure hose to include 100' of 3/8" hose. Garden hose includes 50' of 3/4" hose. -Surface cleaners. Package will include 1, 21" vacuum recovery surface cleaner, capable of recovering water. Trailer includes all plumbing, connections and fittings needed to run the system. Unit will be ready to go, just add water.		\$23,666.41
SUBTOTAL				\$23,666.41
Shipping(est.to Detroit, MI)				\$1,500.00
TOTAL				\$25,166.41

Terms: * Shipping is F.O.B. Peosta, IA (the Factory)
 * Payment: NET 30 days

* Prices Valid for 30 Days
 * Taxes Not Included



Pickup Truck Price Quotation

INNOVATION IN OPERATION®

www.spplus.com



Customer Name **Alanzo A**

Address

, MI

Email Address

Stock # **TF9T156424**

VIN **2GC2KREG1K1156424**

Deal Date **02/21/19 2:11PM**

Home Phone **(313) 568-5714**

Work Phone **(313) 568-5714**

Cell Phone **(313) 568-5714**

Salesperson **Ryan Belleperche**

Year **2019** Make **Chevrolet** Model **Silverado 2500HD** Trim **4WD Double Cab 158.1...** Odometer **2**

Trade Vehicles Trade Value:

Trade Detail not available.

Payment Options

Cash Deal

Cash Deal Amount
40,301.14

Loan Details

Market Value	\$	43,225.00
Rebate	\$	5,800.00
Accessories	\$	
Adj. Sales Price	\$	37,425.00
Trade Value	\$	
Sales Sub Total	\$	37,425.00
Tax	\$	2,608.14
Doc Fee	\$	220.00
Fees	\$	48.00
Trade Balance	\$	
Net Sale Price	\$	40,301.14
Non Tax Value Adds Balance	\$	
Cash Down	\$	
Amount Financed	\$	40,301.14
Days to First Payment		30

Value Adds (included in cost)

Extended Service Contract

PORTFOLIO \$ 0.00

Gap Protection

PORTFOLIO \$ 0.00

Maintenance Product

Value Adds Total \$ **0.00** FELDMAN CARE \$ 0.00

With Approved Credit. Programs subject to change.

Prepared by Eric Moi

Generated by DealerSocket

02/21/2019

Payment Option

Loan/Lease

Desired Payment \$

Cash Down \$

☐ Customer's Signature

☐ Manager's Signature



Legal Exceptions

INNOVATION IN OPERATION®

www.spplus.com

Legal Exceptions

SP+'s legal and insurance departments have carefully reviewed this Request for Proposal. We have summarized suggested changes and exceptions to the RFP specifications below. We will work closely with the City of Birmingham to resolve the items listed below. We are also confident that if awarded this contract, we can come to an agreement that satisfies both parties.

- + **Operating Advance.** If the final contract requires **SP+** to deposit parking funds in City's bank account, **SP+** would propose a one-time operating advance equal to 2-months' worth of operating expenses.
- + **Security** (Page 14, 19). We understand this section to be an outline of the parking enforcement that is provided in the parking facilities and not actual "security guards". If **SP+** is responsible for supplying "security guards", **SP+** will subcontract out this service.
- + **Client's "Sole" Negligence.** **SP+**'s indemnity excludes only liability caused by the client's sole negligence. **SP+** takes exception to this language and proposing that **SP+**'s indemnity exclude liability to the extent caused by the client's negligence or willful misconduct.

+ integrity + technology + innovation + initiative + knowledge + creativity



Nicole Hankins
Senior Vice President
400 Renaissance Center
Suite 908
Detroit, MI 48243
206-909-5600
nhankins@spplus.com

Katherine Burch
Regional Manager
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Suite 908
Detroit, MI 48243
248-302-4881
kburch@spplus.com

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MEMORANDUM

Office of the City Manager

DATE: April 3, 2019

TO: Advisory Parking Committee

FROM: Kevin Byrnes, Communications Director

SUBJECT: City Sponsored: On Street Valet Services Promotion Update

Based on the recommendation of the APC and subsequent approval of the Commission, the City is continuing with its City sponsored, affordable, and convenient on-street valet parking program. The program first started during the successful reconstruction of Old Woodward in 2018. It was well received by the public and was continued on a demonstration basis following the end of the Old Woodward project.

Now that the City has approved its ongoing opportunities and selected a vendor, the City will use a blended approach of paid, earned and social media to highlight the on street valet parking program. The campaign seeks to drive targeted demographic groups of City residents, visitors and stakeholders, to use the convenient and affordable on street valet parking program option while in downtown Birmingham.

The selection of paid media opportunities needs to be strategic, flexible and targeted, yielding visibility at the most efficient cost. Starting with paid media, the following are the key highlights of the plan to have the on street valet parking program be top of mind with the target groups:

- Birmingham Magazine (upcoming spring/summer edition):

Half page horizontal ad (for the upcoming spring/summer edition. Birmingham Magazine is also a natural fit given that it is "the City's magazine." It is delivered to every household in the City's trade area which includes Bloomfield, Franklin and Birmingham itself. This is a strong demographic group that we want to reach. And, more importantly, reminds the group of the affordable, convenient option that the on-street valet parking is in downtown Birmingham.

- Hour Detroit Magazine May edition:

One quarter page special advertising in the Marketplace section of Hour Detroit magazine in the upcoming May edition. Similar to Birmingham Magazine, the Hour readership reflects the public we want to remind/influence to use the on-street valet service. Their readership is a demographic likely to dine and /or shop in downtown Birmingham.

- Hour Detroit.com:

Hour Detroit.com averages 50,000 impressions on its website on a monthly basis. Our message regarding the continuation and availability of the on-street valet parking program could start as early as April 1st and run through May 31st.

Hour Detroit dedicated e-blasts:

On a date of our choosing in May, Hour Detroit would send a tailored, one-time e-blast to its consumer list which features 22,000 influencers. These are readers of Hour Detroit who are highly affluent, are frequent event goers and food/drink enthusiasts—a demographic often associated with Birmingham and a group inclined to use a convenient and affordable parking option such as the on-street valet parking program.

- Other paid media opportunities:

An investment of \$1,432 will be made with Crain's Detroit Business for two ads in its digital Michigan Morning Report. The Crain's a.m. report has a subscriber base of 45,000 readers with 50 percent of those subscribers being Oakland County residents. Further, for an investment of \$1,500, the City will purchase a half page ad with Metro Parent Media Group. The ad would appear in its Fun Guide publication and be visible to its readers all summer.

- Paid Media Summary:

By investing in paid media advertising in targeted print and digital platforms, the City will effectively message the availability of the on street valet parking program and drive our target groups to use it.

Use of City media platforms:

We will use the City's various media platforms (social, digital and print) to reach our residents, followers and stakeholders regarding the on-street valet parking program. The City Facebook page and our Constant Contact groups will be the primary vehicles for social media as well as the home page of the refreshed City website. The City will also work with the BSD to get messaging on the BSD website and Facebook page.

On the City Facebook page, we will plan on a weekly post to drive the message of the continuation of the on-street valet program and invite the public to use the service because it is affordable and convenient. We will also feature the on-street valet parking program on the City's homepage, the most viewed page of the City website. We will also plan on a short, q and a style video featuring ACM Gunter discussing the program. Finally, we will also work to incorporate messaging regarding the program in our City generated digital and print platforms. This includes the monthly Inside City Hall video, the monthly e-newsletter and the remaining two, print newsletters (summer and winter) for this year.

Earned Media:

Starting in April, a news release will be distributed announcing that the on-street valet program is continuing. The news release will also message the convenience and affordability of the program. Interview opportunities with City Administration will be pitched to the Birmingham media group as well as to known media members. The pitch will center on the convenience and affordability of the on street valet parking program as well as including Smarking and other parking options in the City.



MEMORANDUM

Office of the City Manager

DATE: April 3, 2019

TO: Advisory Parking Committee

FROM: Tiffany J. Gunter, Assistant City Manager

SUBJECT: Woodward / Bates Project Update

On March 26, 2019, the City Commission hosted a workshop to discuss the N. Old Woodward / Bates Street Extension Parking and Redevelopment project. Staff reviewed the full project history, process overview for the project, details of the proposal, and next steps. The video of the presentation can be found on the City's web site:

https://www.bhamgov.org/newsdetail_T2_R213.php

The slide deck has been included following this memo for easy reference.

North Old Woodward/ Bates Street Parking and Redevelopment Project

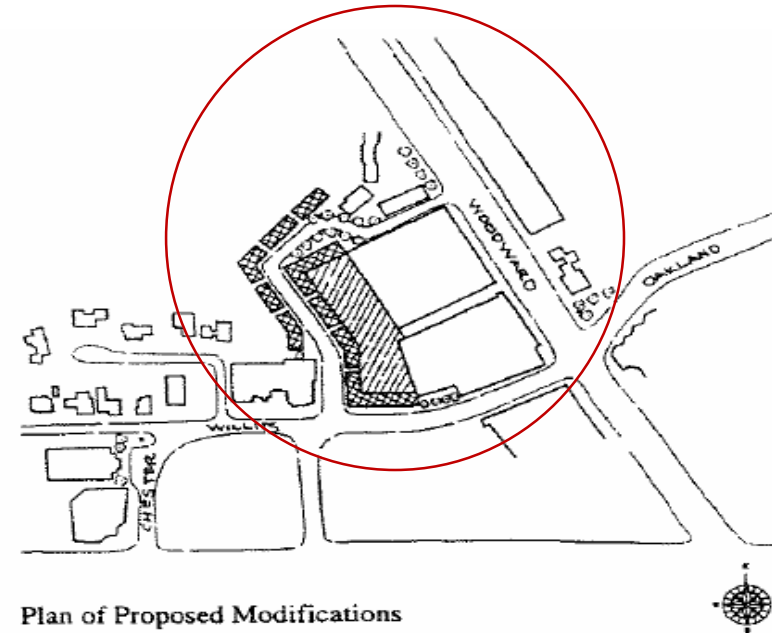
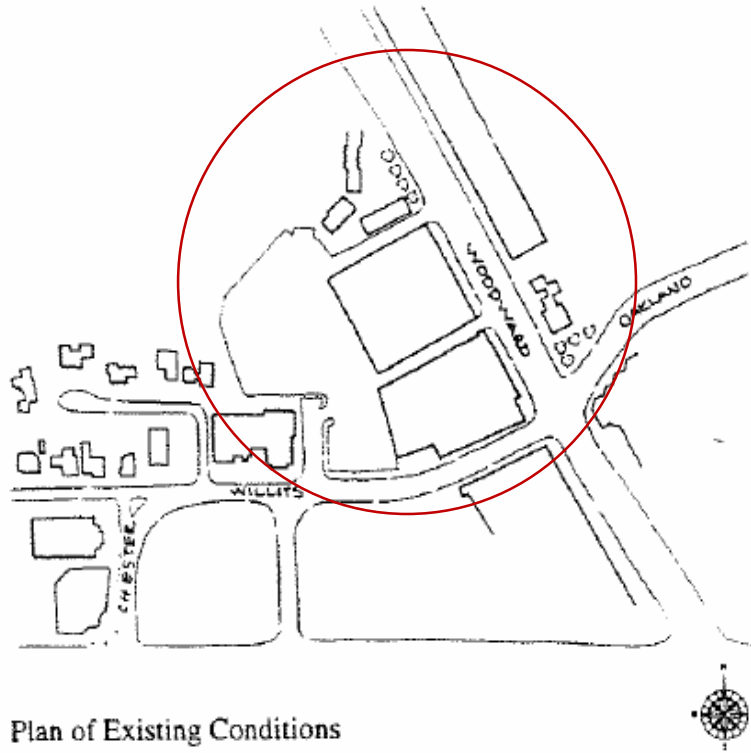
March 26, 2019



Project History

- December 1996 **Downtown Birmingham 2016** Master Plan Recommendation: Willits Block
- May 2013 **Daytime Parking** Demands Increase Significantly
- November 2013 APC Survey: Business Operators and Building Owners
- March 2014 Ad Hoc Parking Study Committee (**AHPSC**) Creation
- August 2014 **Parking Demand** Study Conducted (Current and Future)
- January 2015 Potential Redevelopment Plan **Concept Alternatives**: Willits/Old Woodward
- March 2015 **AHPSC Findings and Recommendations** - Accepted by City Commission
- March 2015 Ad Hoc Parking Development Committee (**AHPDC**) Creation
- September 2015 Concept Plan for Downtown Parking System Expansion RFP Issued
- February 2016 Concept Plan for Downtown Parking System Expansion Recommendation, **Option 1A**
- April 2016 AHPDC **Parking Assessment** Sub-Committee Established— Funding Considerations
- May 2016 N. Old Woodward / Bates St. Parking and Site Redevelopment: **RFQ Issued**
- September 2017 N. Old Woodward / Bates St. Parking and Site Redevelopment: **RFP Issued**
- January 2018 Evaluation of Proposals: **WBP Process Commences**

Downtown Birmingham 2016 Plan, Adopted 1996



Parking Deck

Residential Liner Building

Daytime Parking Demand Increase



- Conducted Survey of Business Owners and Property Owners

Ad Hoc Parking Study Committee (AHPSC)

COMMITTEE MEMBERS

- Richard Astrein, BSD
- JC Cataldo, Corridor Improvement Authority
- Gilian Lazar– Planning Board
- Susan Peabody – Advisory Parking Committee
- Johanna Slanga – Multi Modal Transportation Board

CITY STAFF

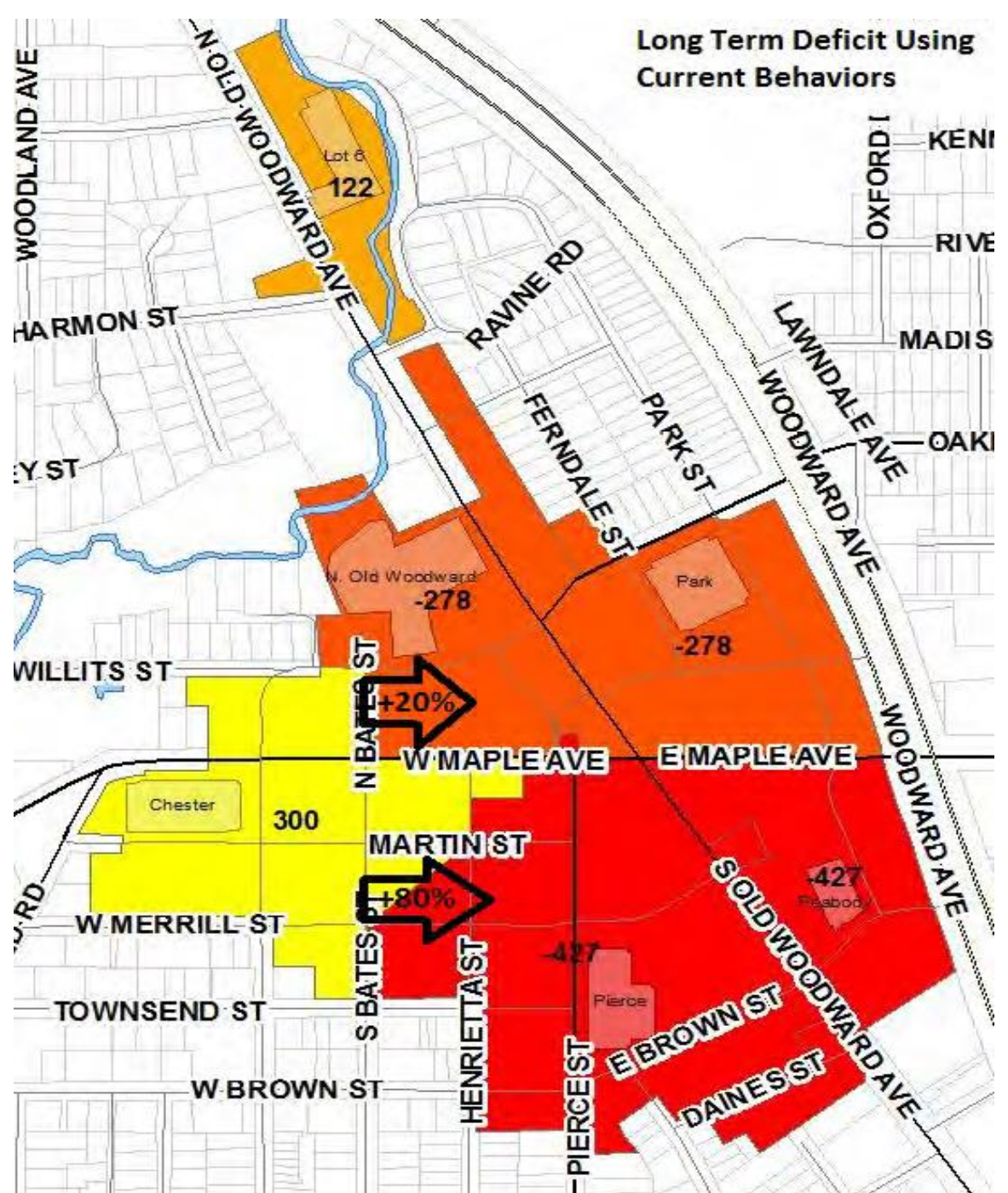
- Paul O’Meara, City Engineer
- Jana Ecker, Planning Director
- John Heiney, BSD Exec. Director

(Then) Current and Future Demand Study

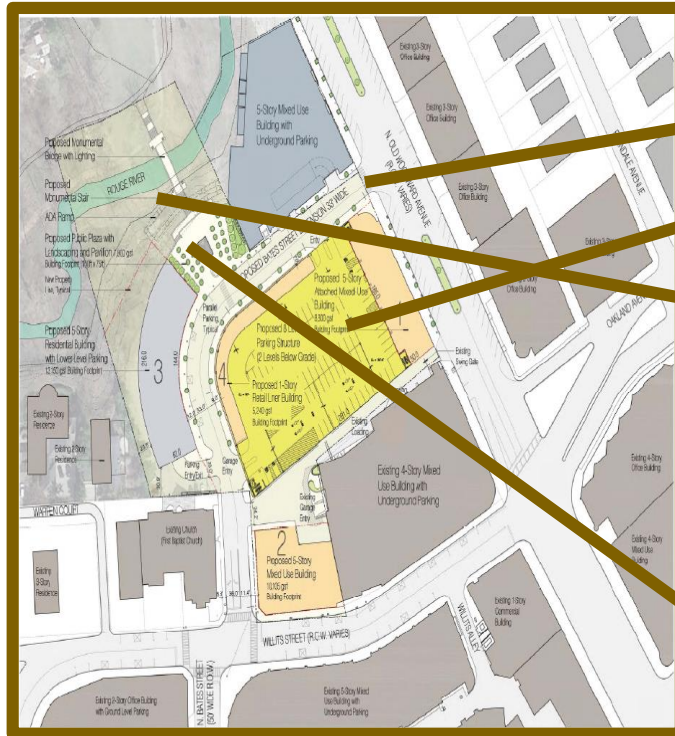
- 278 parking spaces short in north end of City
- 427 parking spaces short in south end of City

Priorities:

1. Address north end shortfall & implement 2016 Plan
2. Address south end shortfall



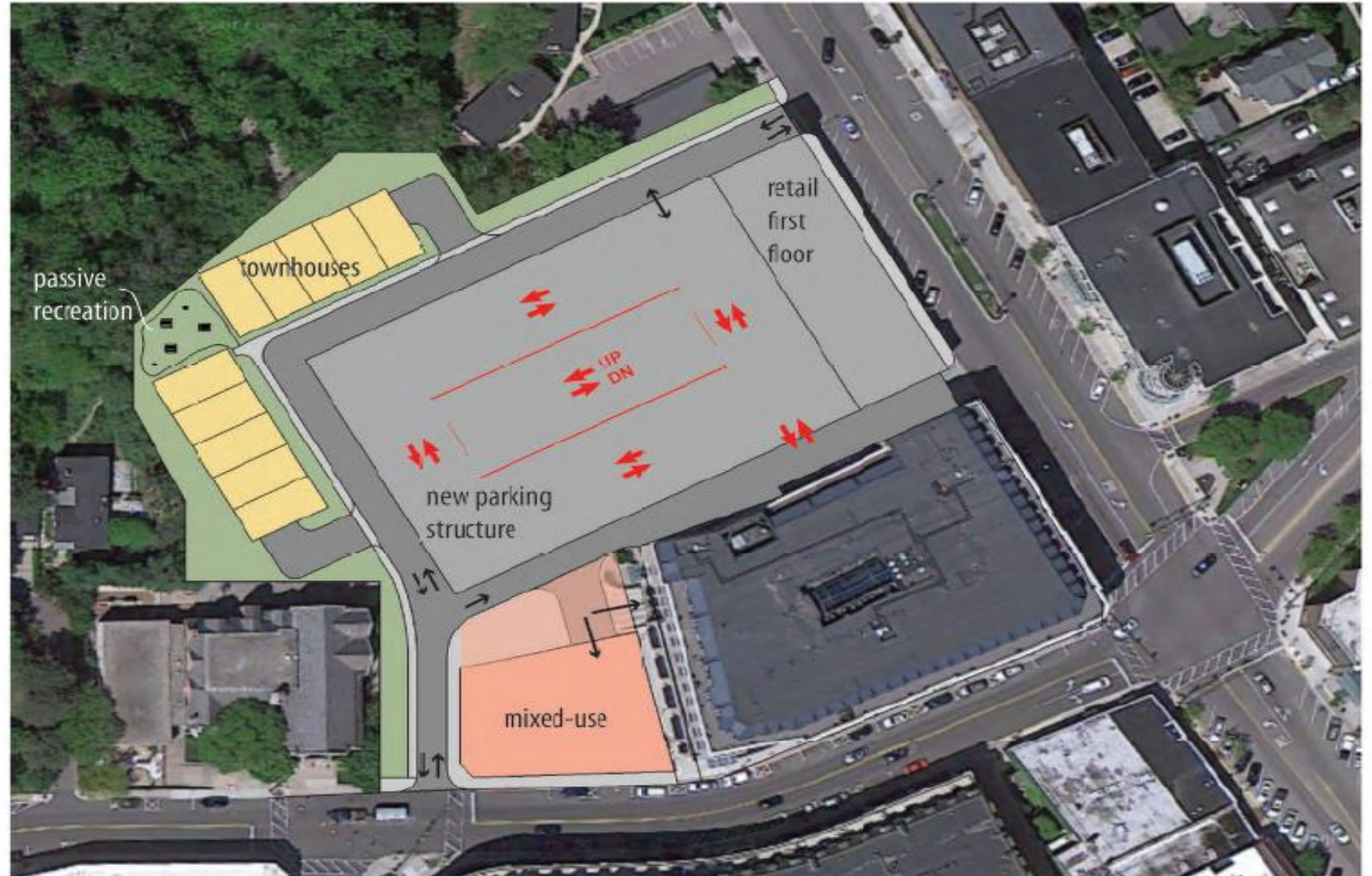
AHPSC Considerations for Concept Planning:



- Pedestrian Circulation
- Vehicular Connection
- Parking
- Topography and Redevelopment
- Storm Water Management
- Infrastructure
- Utilities
- Financial
- Required Easements
- Booth Park Trail

Redevelopment Plan Concepts, January 2015

- New parking structure(s) with a minimum of 1150 parking spaces.
- New mixed use building adjacent to parking structure facing N. Old Woodward Ave.
- Service drive access to the adjacent buildings both north and south of the parking structure.
- New mixed use building facing Willits St.
- Public park property and connection between a new City street and the existing Rouge River to the north.
- Residential building on the north end of the site taking advantage of the existing views present in this area.



Alternative 4 - Willits/Old Woodward - City of Birmingham Parking Study

Ad Hoc Parking Development Committee (AHPDC)

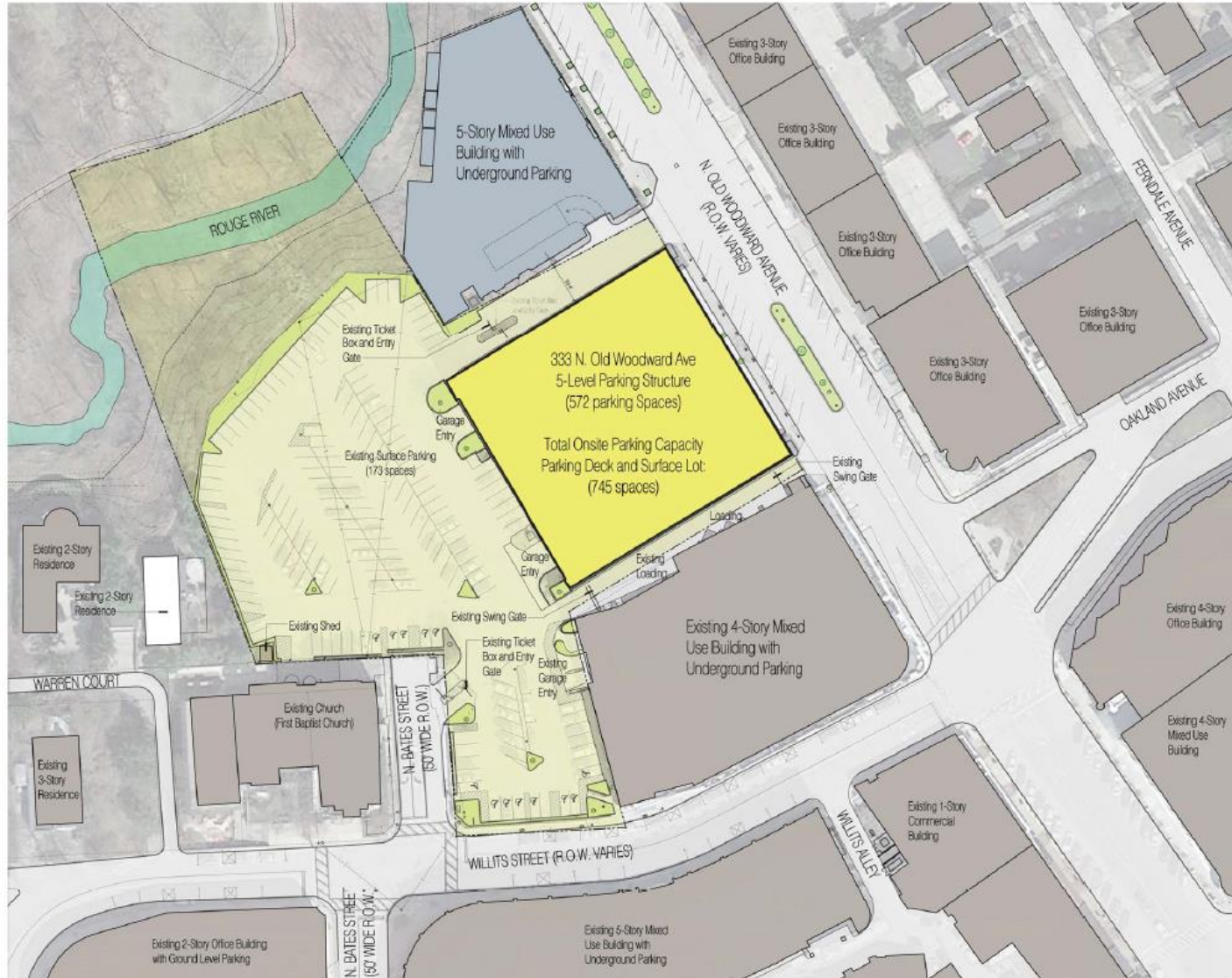
COMMITTEE MEMBERS

- Rackeline Hoff, City Commission
- Mark Nickita, City Commission
- Scott Clein, Planning Department
- Judith Pasckewicz, APC
- Terry Lang, Financial Rep.
- Gordon Rinschler, Development Rep.
 - (Mike Kennedy, initial Dev. Rep)
- Richard Astrein, BSD

CITY STAFF

- Joe Valentine, City Manager
- Paul O'Meara, City Engineer
- Austin Fletcher, Ass't Engineer
- Jana Ecker, Planning Director
- Bruce Johnson, Building Official
- Mark Gerber, Finance Director
- John Heiney, BSD Exec. Director

RFP Issued: Concept Plans for Downtown Parking System Expansion

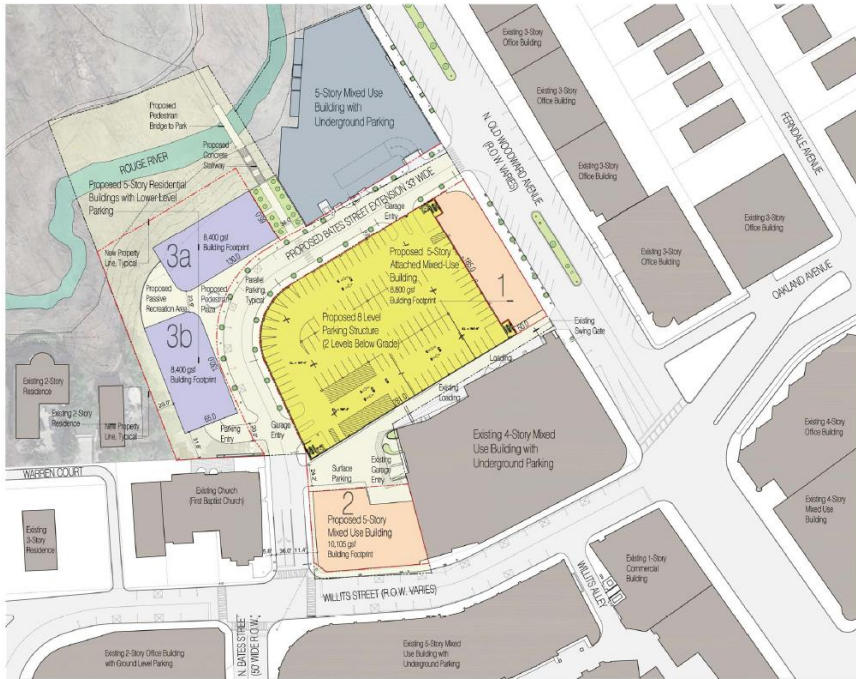


Existing Parking Summary:

Surface Total Spaces: 173 spaces

5 Level Structure
Total Spaces: 572 spaces

Existing Combined
Total Spaces: 745 spaces

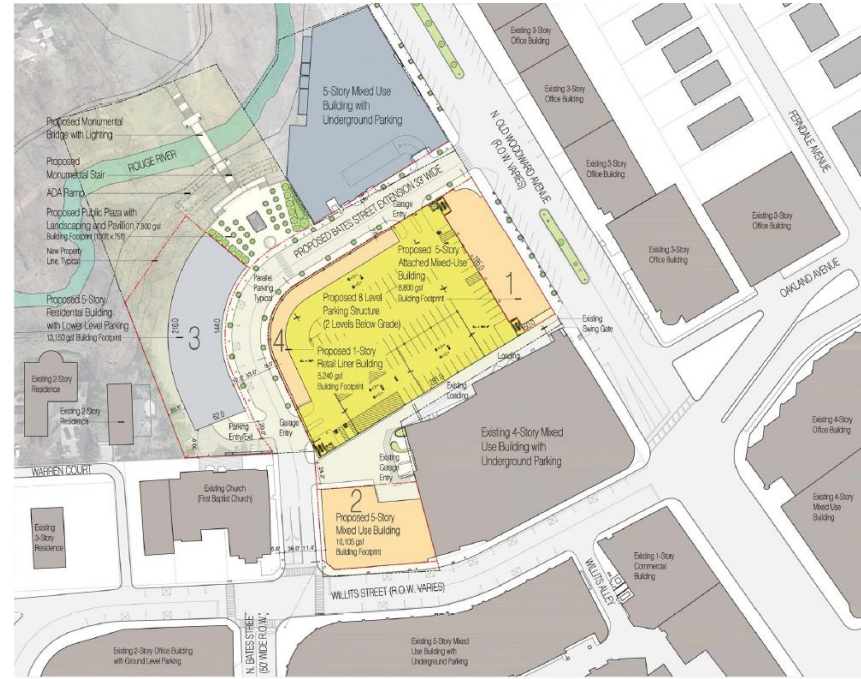


Key Site Elements:
 Bates Street Extension Road - 33' Wide Road
 New Parking Structure
 New Mixed Use Building at Woodward
 New Mixed Use Building at Willits

(2) New Residential Buildings
 New Public Space with Stair and Bridge

Proposed Parking Summary:

Current Total Parking at Existing Site:	745 spaces
Desired Total Site Parking: (278 desired total site net gain)	1,023 spaces
Surface Total Spaces:	10 spaces
8 Level Structure Total Spaces:	1,172 spaces
Total Spaces:	1,182 spaces
Net gain of spaces:	437 Spaces
New Development Parking Demand:	160 Spaces
Net gain of spaces with new demand:	277 Spaces

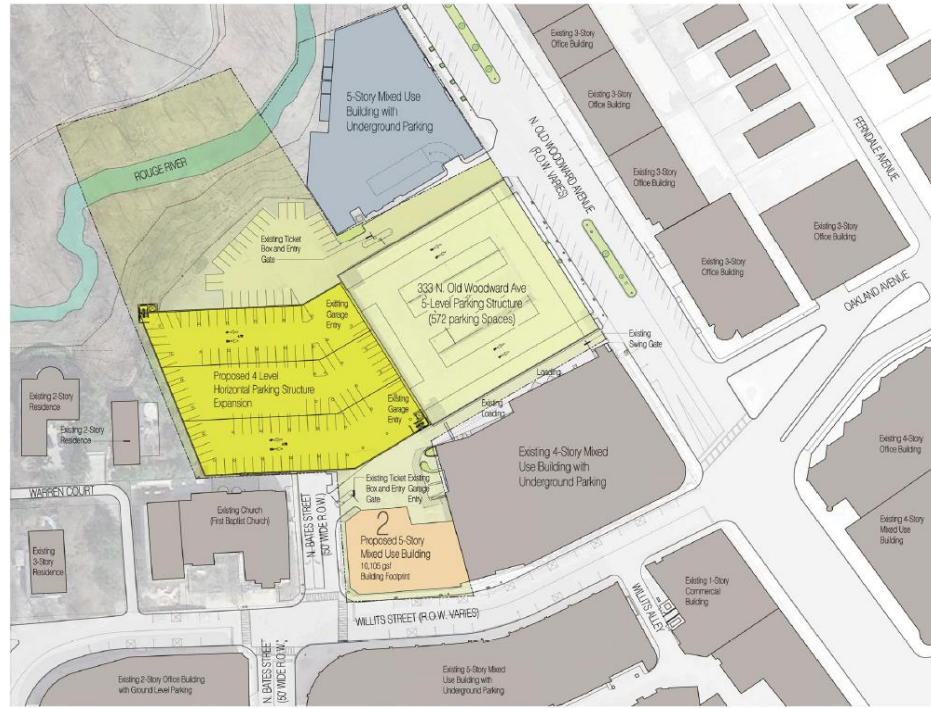


Key Site Elements:
 Bates Street Extension Road - 33' Wide Road
 New Parking Structure
 New Mixed Use Building at Woodward
 New Mixed Use Building at Willits
 New Retail Liner Building in Parking Structure

(1) New Residential Building
 New Public Plaza with Stair and Bridge

Proposed Parking Summary:

Current Total Parking at Existing Site:	745 spaces
Desired Total Site Parking: (278 desired total site net gain)	1,023 spaces
Surface Total Spaces:	10 spaces
8 Level Structure Total Spaces:	1,184 spaces
Total Spaces:	1,194 spaces
Net gain of spaces:	445 Spaces
New Development Parking Demand:	170 Spaces
Net gain of spaces with new demand:	275 Spaces
Scheme 1B (Deletes Ramp Extension) Reduces Car Count by:	42 spaces



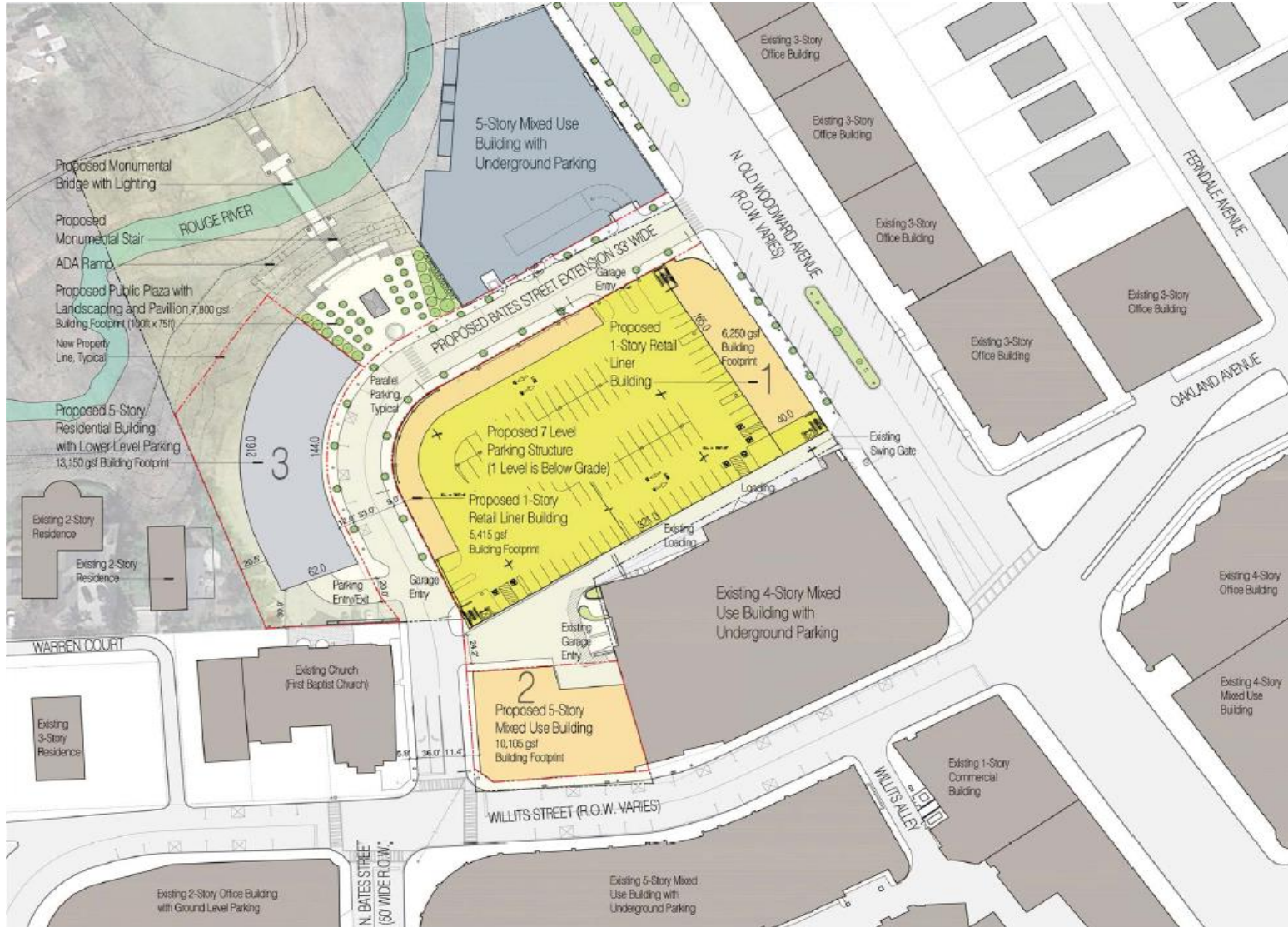
Key Site Elements:
 New Horizontal Parking Structure Expansion at Existing Garage
 New Mixed Use Building at Willits

Note:
 New expansion structure and existing structure connect at grade level (Level 1) and roof level (Level 4 of New Structure).

Proposed Parking Summary:

Current Total Parking at Existing Site:	745 spaces
Desired Total Site Parking: (278 desired total site net gain)	1,023 spaces
Surface Total Spaces:	27 spaces
5 Level Existing Structure Total Spaces: (6 spaces lost at tie-in with new structure)	566 spaces
4 Level Horizontal Expansion Spaces:	495 Spaces
Proposed Combined Total Spaces:	1,088 Spaces
Net gain of spaces:	343 Spaces
New Development Parking Demand:	86 Spaces
Net gain of spaces with new demand:	257 Spaces

Option 1A Approved:



Key Site Elements:

- Bates Street Extension Road - 33' Wide Road
- New Parking Structure
- New 1-Story Commercial Building at Woodward
- New Mixed Use Building at Willits
- New Retail Liner Building in Parking Structure

(1) New Residential Building

New Public Plaza with Stair and Bridge

Proposed Parking Summary:

Current Total Parking
at Existing Site: 745 spaces

Desired Total Site Parking: 1,023 spaces
(278 desired total site net gain)

Surface Total Spaces: 10 spaces

7 Level Structure	
Total Spaces	1,136 spaces

Total Spaces	1,146 spaces
--------------	--------------

Net gain of spaces: 401 Spaces

New Development	
Parking Demand	107 Spaces

Net gain of spaces
with new demand: 294 Spaces

Parking Assessment Sub Committee of the Ad Hoc Parking Development Committee (AHPDC)

COMMITTEE MEMBERS

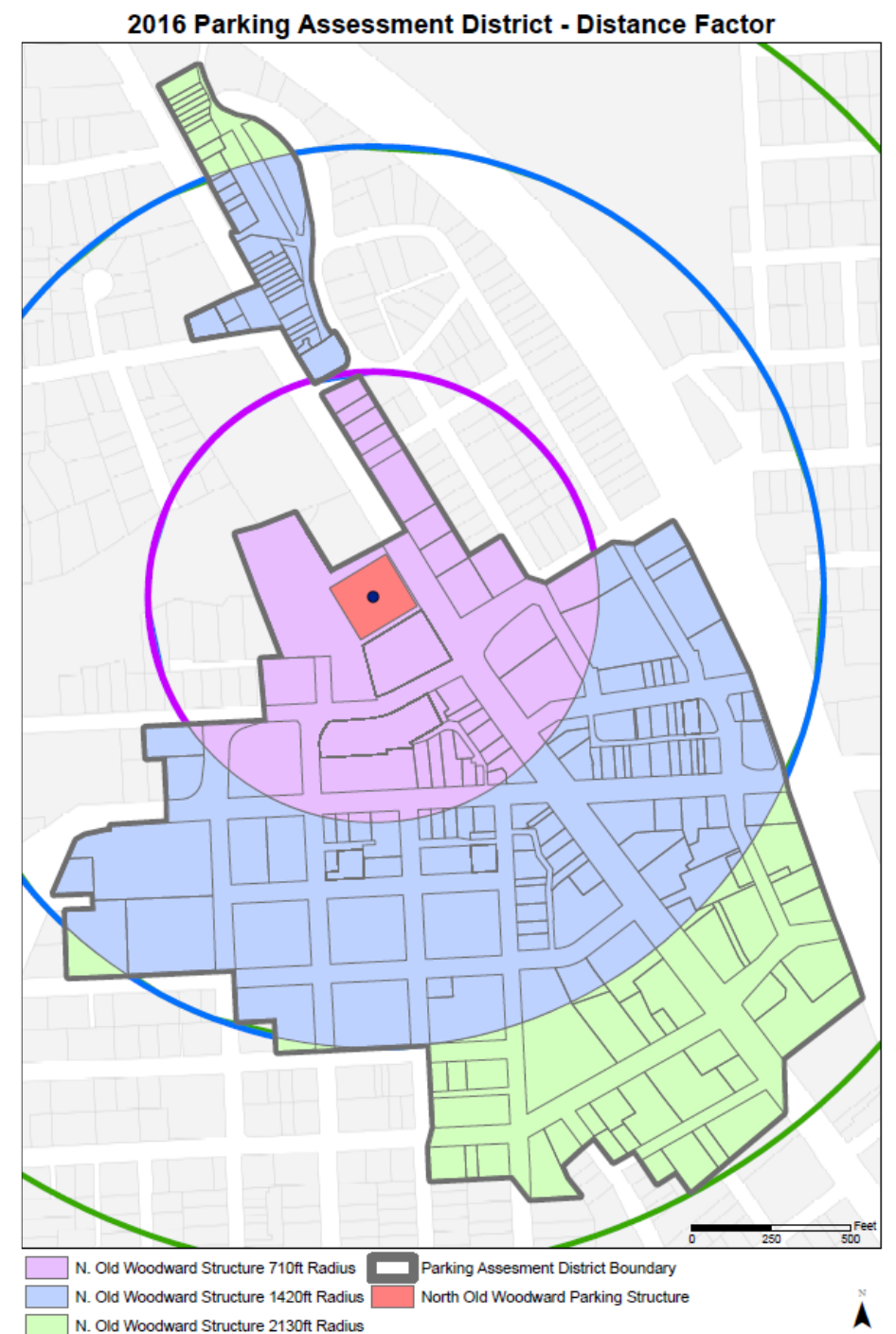
- Geoff Hockman, former Mayor
- Bob Kenning, former City Manager
- Kelly Sweeney, former City Treasurer
- Terry Lang, AHPDC
- Gordon Rinschler, AHPDC
- Richard Astrein, AHPDC

CITY STAFF

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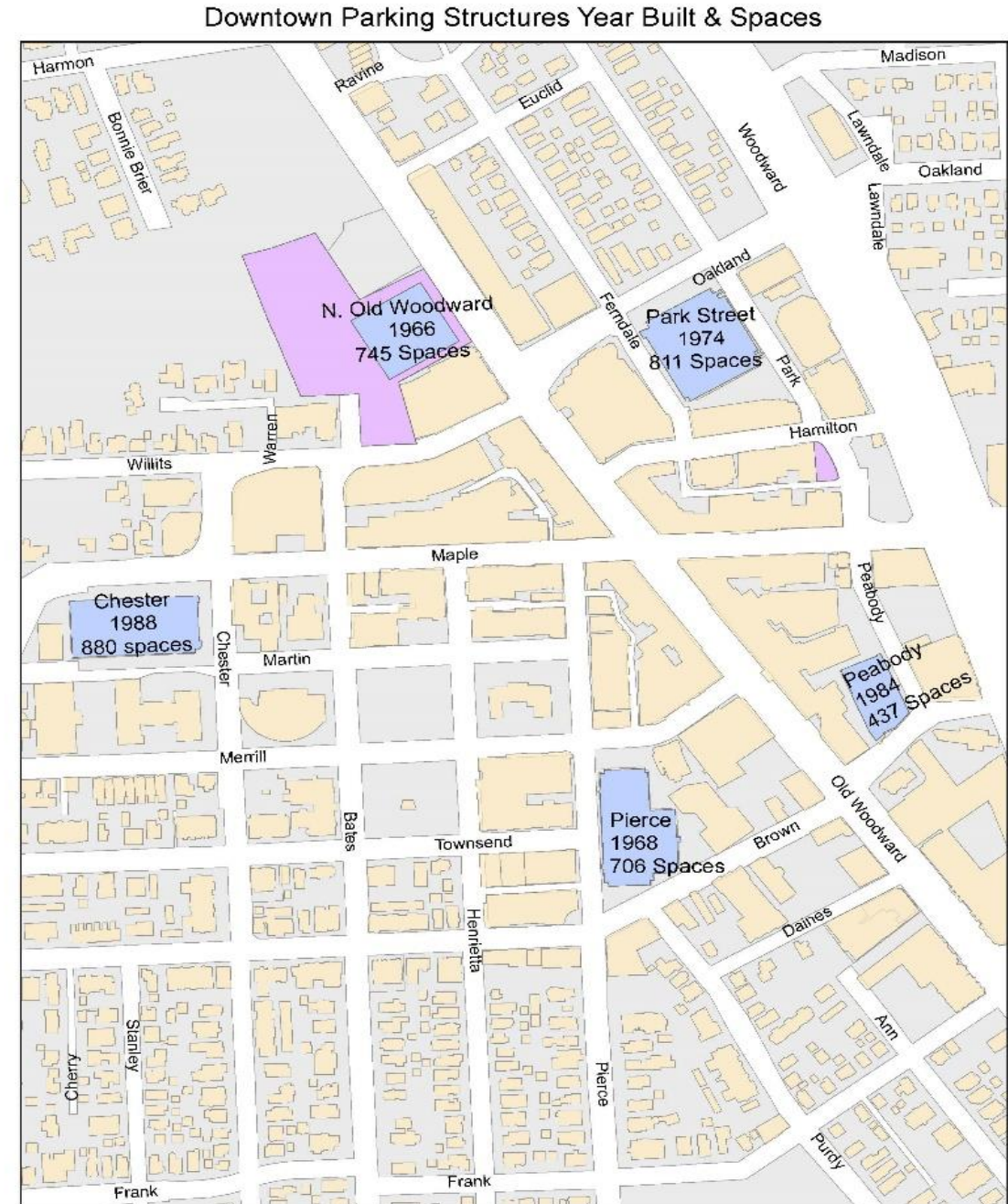
Structure Funding Recommendations:

- \$7 million from Parking System reserves
- \$3 million from Parking Structure Special Assessment
- Balance from Bonding
- No public funds to be spent on the parking structure project

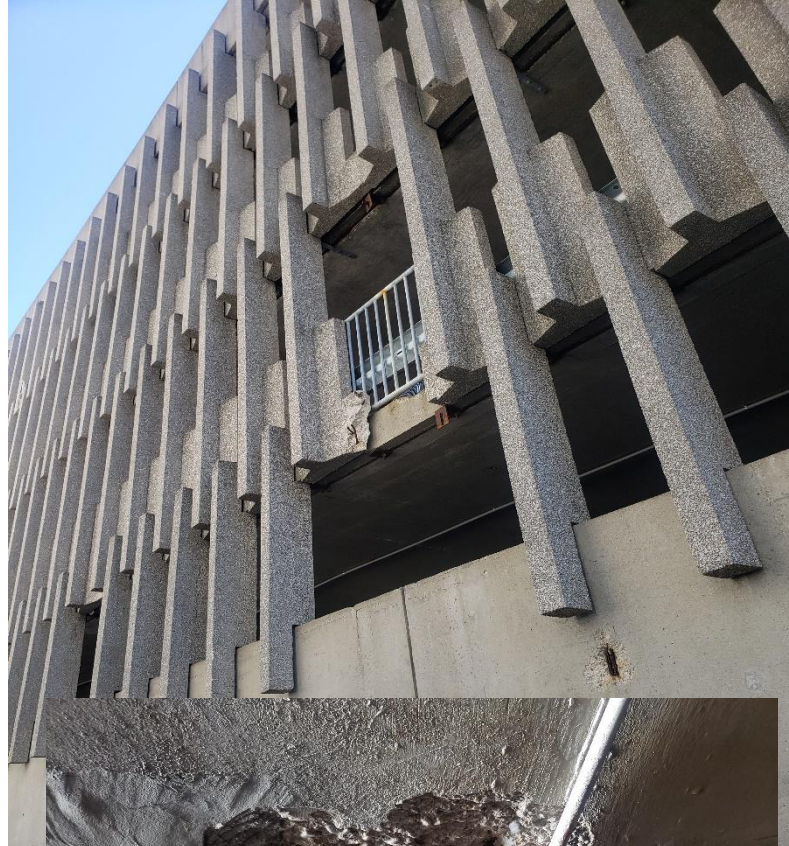


Existing Age and Condition: Off-Street Infrastructure

- N. Old Woodward: Built 1966 (53 Years)
- Infrastructure Age Range: 31-53 Years

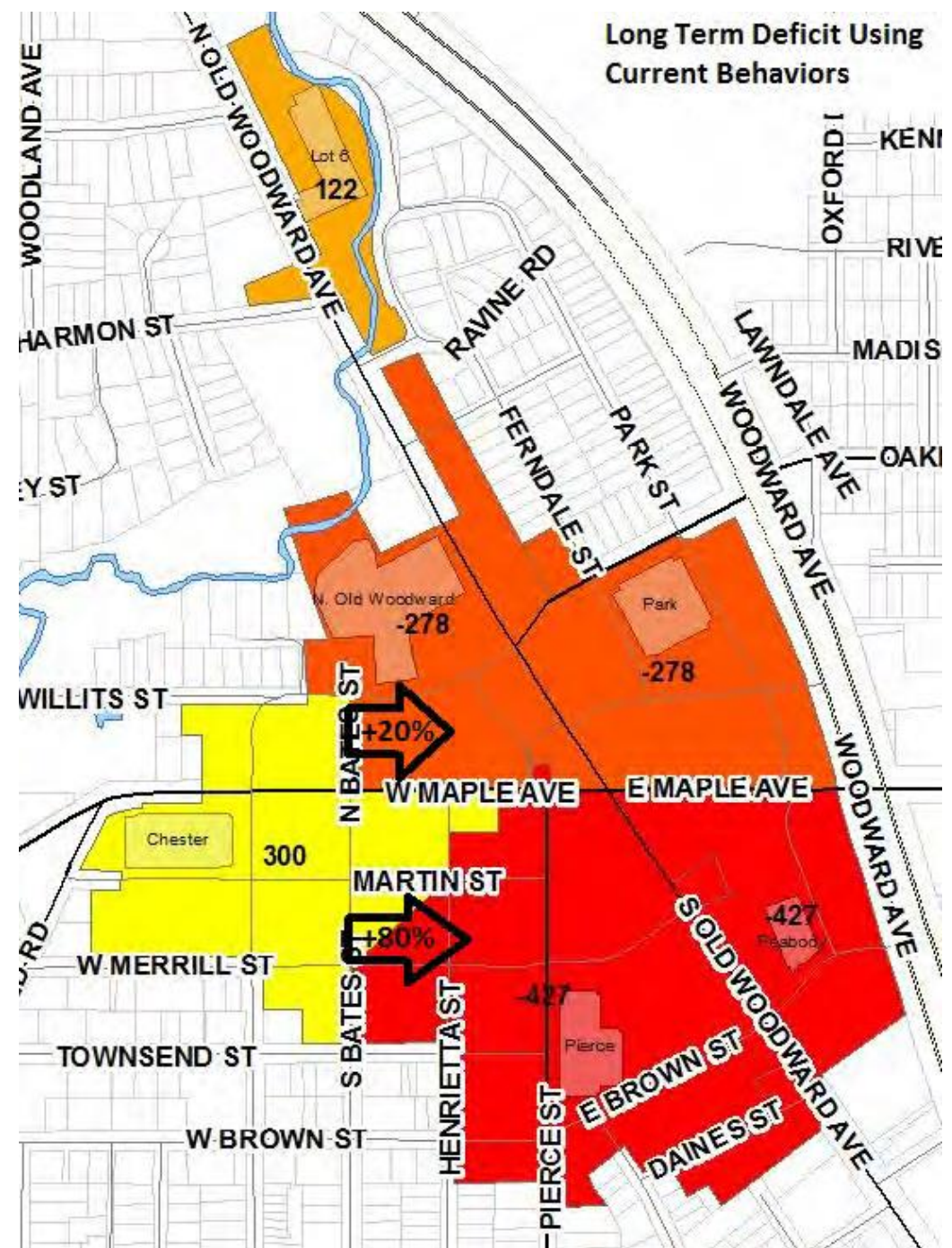


Existing Age and Condition: Off-Street Infrastructure



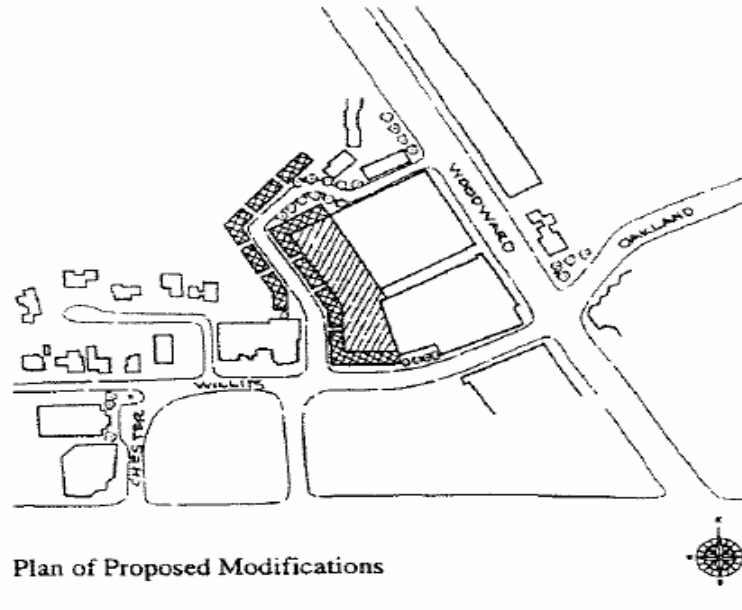
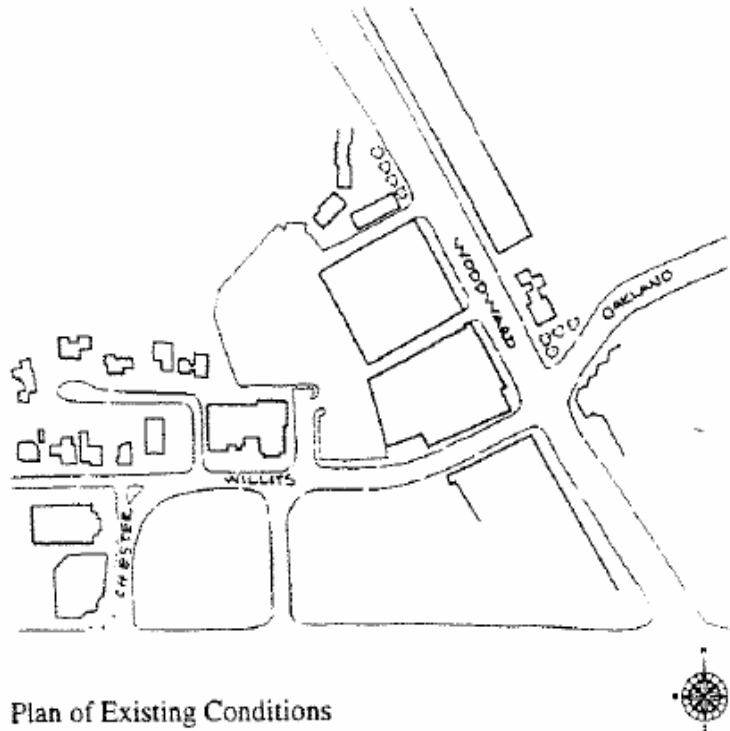
Project Objectives

1. Meet demand study findings



Project Objectives

1. Meet demand study findings
2. Comply with Downtown Birmingham 2016 Plan



Parking Deck

Residential Liner Building

RFP Project Objectives

- To extend Bates Street from Willits and provide access to a location on North Old Woodward as envisioned in the Downtown Birmingham 2016 Plan.
- To accommodate current and future public parking needs with consideration for transient, employee permit parking, shoppers and faith-based community uses.
- To provide a form of residential, commercial and/or mixed use development along the extension to Bates Street to create an **activated urban streetscape**.
- To contribute to the improvement of the downtown as an active, pedestrian- oriented retail, residential and community environment.
- Enhance the N. Old Woodward / Bates Street site as a safe, convenient and hospitable pedestrian environment, while linking Willits to North Old Woodward.
- To ensure that new construction is compatible with the existing building fabric and is sensitive to the existing light and air provided to adjacent structures.
- The improvement of public gathering space for people, as well as a pedestrian connection to the Rouge River and Booth Park to the north.
- To ensure that the needs of the existing Church are met through the provision of nearby accessible parking, and a loading/unloading zone for the frequent drop off and pick up of young children.
- Assurance of full uninterrupted access to surrounding buildings during construction and/or demolition.
- Ability for creative adaptive re-use of the parking structure in the future, as well as options for multiple uses of the parking structure in the present.

Process Overview

- **May 2016** **Requests for Qualifications (RFQ) Issued**
- September 2017 Request for Proposals (**RFP**) Issued
- January 2018 Proposals Received, **Evaluation Matrix** Developed
- January 2018 Initial Request for Clarification Issued: All Proposals
- February 2018 **AHPDC Review** of Project Proposals
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- March 2018 **AHPDC Interviews** with Project Teams
- March 2018 Request to Extend Proposal Expiration 60 Days
- April 2018 City Administration **Meetings with Project Teams**
- May 2018 **AHPDC Recommendation** to City Commission
- June 2018 **City Commission Adopts** AHPDC Recommendation
- June 2018 **Staff Directed** to Negotiate with the Walbridge / Woodward Bates Partners and Engage Professional Services

Request for Qualifications

- Developer Team Submittals Received:
 - Morningside Group
 - Walbridge / Woodward Bates Partners
 - Redico/McIntosh Poris
 - TIR Equities



REQUEST FOR QUALIFICATIONS

**North Old Woodward / Bates Street
Parking and Site Development**



Issued by:

City of Birmingham,
151 Martin Street
P.O. Box 3001
Birmingham, MI 48012
(248) 530-1850
www.bhamgov.org

Process Overview

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- June 2018 **Staff Directed** to Negotiate with the Walbridge / Woodward Bates Partners and Engage Professional Services

Request for Proposals

- Developer Team Submittals Received from:
 - TIR Equities
 - Redico/McIntosh Poris
 - Walbridge /Woodward Bates Partners



REQUEST FOR PROPOSALS

**North Old Woodward / Bates Street
Parking and Site Development**



Issued by:

City of Birmingham,
151 Martin Street
P.O. Box 3001
Birmingham, MI 48012
(248) 530-1850
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North Old Woodward/Bates Street Development Proposals
Preliminary Evaluation

PROPOSALS RECEIVED BY DEADLINE: JANUARY 3, 2018				
Submission Requirements/Guidelines:		Redico/McIntosh Poris	Saroki/Walbridge/Boji/Robertson	Tir Equities LLC
A) Cover Sheet (Attachment A))		✓	✓	x
B) Transmittal Letter		✓	✓	✓
C) Detailed Site Plan		✓	✓	✓
C1) Proposed Buildings		3 Proposed - 5 Story Mixed Use Buildings + Parking Structure	3 Proposed - 5 Story Mixed Use Buildings + Parking Structure (w/ retail liner)	6 Proposed - Varying heights from 6 to 15 Story Mixed Use Buildings + Parking Structure
Parking Structure		8 Level structure (3 Levels Below Grade)	9 Level Structure (3 Levels Below Grade)	4 Level Structure (All Levels Below Grade)
Retail/Office Space (SF)		13,425 SF	66,675 SF	104,051 SF
Residential Square Footage Units		115,600 SF	112,326 SF	377,446 SF
Residential Units		124	76	321
Square Footage of Amount to be leased/purchased		Not provided	40,765 SF	71,914 SF
Parking (Net Gain)		400	592	3 (?)
C2) Cost estimate for Open Space(s)		Not provided	\$6.8 million	\$3.6 million
C3) Proposed Uses/Connections and Relationships with Adjacent Properties		✓	✓	✓
D) Description - Proposal meets development goals/objectives?		Reiterated the design objectives as defined by the RFP.	Provided a matrix illustrating how all elements of the proposed design would meet the stated goals and objectives as outlined in the RFP.	Conducted an independent study to establish goals and objectives.
E) Private vs. Public Investment		Not provided	Private Investment \$73million, Public investment \$54million	Private Investment \$211 million, Public Investment \$71 million
E1) Terms: Purchase or Lease of City Land?		Purchase	Purchase/Lease Options	Lease
E2) Terms of Ownership, operations and maintenance:				
E2.1) of public parking structures		Developer would pay the prorata share of annual maintenance for the required pkg spaces within the public deck (94 spaces).	City will own/operate public components of project (parking structure and plaza)	City would finance the parking structure development with parking revenues.
E2.2) any proposed private assets integrated into the public parking structure building(s)		Yes, developer would pay for rights to develop privately owned assets within the structure, which include 6,425sq ft of retail and 4,225sf of retail and 18 condo/apt. units in a building attached to the parking structure	Yes, parking structure mixed use liner at \$0 lease (vibration/noise in deck viewed as sub optimal by proposer). Private assets integrated into the parking structure owned and operated by developer under a condominium arrangement	No
E3) Construction proposal for public infrastructure (roads, sidewalks, plazas, etc)		Developer would act as construction manager for the entire project. City would work directly with a general contractor for all public improvements.	City would be responsible for all infrastructure improvemetns necessary to service the public and private components of the master development. Developer responsibility from the building structures drip line in.	Developer would build all public infrastructure that will become the property of the City.
E4) Financing methods		Developer would finance through traditional construction debt lending and a combination of private and institutional equity.	Developer-conventional financing methods, expected the City will seek Bond financing (Developer anticipates that bond obligation will be supported by increased parking revenie, property taxes, and land lease revenue.	TIF Increment Fiancing for the public project components. (Note: City does not currently have a TIF district). Construction and permanent financing along with equity investment to support construction.
E5) Proposed contractual terms		Purchase of land and/or air rights.	100 year lease agreement with City.	Lease agreement with City, 20 year lease payback (?)
E6) Anticipated role/obligations of the City		Work with Redico throughout the entitlement approval process and securing funds to fund public improvements	Re-zoning the property to PUD, ownership, operation, and maintenance of any public structure, passing bond measure to finance project.	Assist with planning, plan review, and approval process, coordination of temporary parking operation and support public engagement.
Fa) Overall Total Budget Estimate (Purchase/Land Acquisition)		\$115,595,145	\$126,530,000	N/A
Fb) Overall Total Budget Estimate (Lease)		N/A	\$132,430,000	\$312,830,504
F1) Subtotals for (Purchase/Land acquisition)		8,390,000	7,400,000	N/A
F2) Subtotals for lease cost		N/A	13,300,000	9,400,000
F2) Subtotals for construction cost		107,205,145	119,130,000	303,430,504
G) Proposed Timeline with details on each phase through project completion*		January 2019 - November 2020	March 2019 - March 2021	January 2019 -February 2023 (Phase I)
I) Additional Information		Developer will work with City to develop parking mitigation plan.	Developer offer to create and manage parking mitigation during development of project with considerations for stormwatermanagement and conducted an independent economic analysis of the project impact.	Please note the Overhead and Profit calculation of \$18 million for construction.
		Per letter submitted on February 7, Redico requested to withdraw their interest in the RFP.	The proposal indicated an increase in assessed value of \$12 million.	The proposal indicated an increase in taxable value of \$220 million

*Timeline representation condensed to illustrate developer activity from date of their anticipated Commission approval

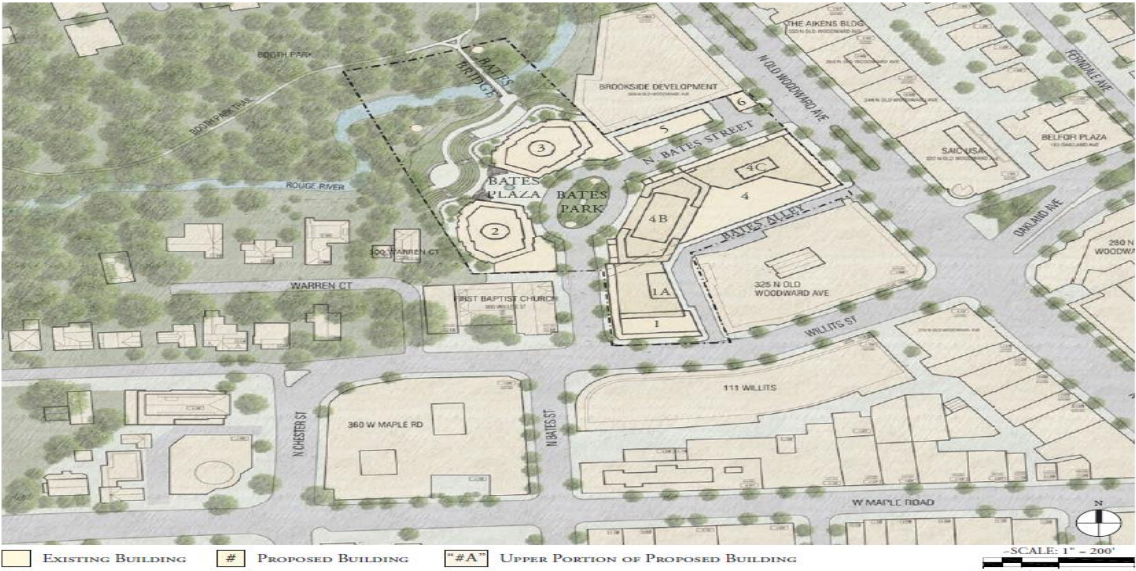
Walbridge/ Woodward Bates Partners Proposal



TIR Equities Proposal



BUILDING PROGRAM	
1a	Parking Garage – 1,276 Parking Spaces
1b	Bates Street Road Extension
1c	Plaza & Booth Park Connection with Pedestrian Bridge
2	5-story Mixed-Use Building – Retail, Office & Residential
3	3-story Mixed-Use Building – Retail & Optional Residential
4	5-story Mixed-Use Residential Building – Retail & Residential with Parking
5	5-story Mixed-Use Building – Retail, Office & Residential with Parking



Process Overview

- May 2016 Requests for Qualifications (**RFQ**) Issued
- September 2017 Request for Proposals (**RFP**) Issued
- January 2018 Proposals Received, **Evaluation Matrix** Developed
- January 2018 Initial Request for Clarification Issued: All Proposals
- February 2018 **AHPDC Review** of Project Proposals
- February 2018 Second Request for Clarifications Issued
- March 2018 **AHPDC Interviews** with Project Teams
- March 2018 Request to Extend Proposal Expiration 60 Days
- April 2018 City Administration **Meetings with Project Teams**
- May 2018 **AHPDC Recommendation** to City Commission
- June 2018 **City Commission Adopts** AHPDC Recommendation
- June 2018 **Staff Directed** to Negotiate with the Walbridge / Woodward Bates Partners and Engage Professional Services

Walbridge / Woodward Bates Proposal



Proposed Site Plan

Building Program

- 1A Parking Garage
(1,260 Parking Spaces)
- 1B Bates Street Road Extension
- 1C Plaza & Booth Park Connection
- 2 5 Story Mixed-Use Building
- 3 Retail Storefront
- 4 5 Story Mixed-Use Building
- 5 5 Story Mixed-Use Building

**N. Old Woodward / Bates St.
Parking and Site Development**
City of Birmingham
Site Plan
Scale 1" = 30'
March 26, 2019









Proposed Site Plan




Building Program

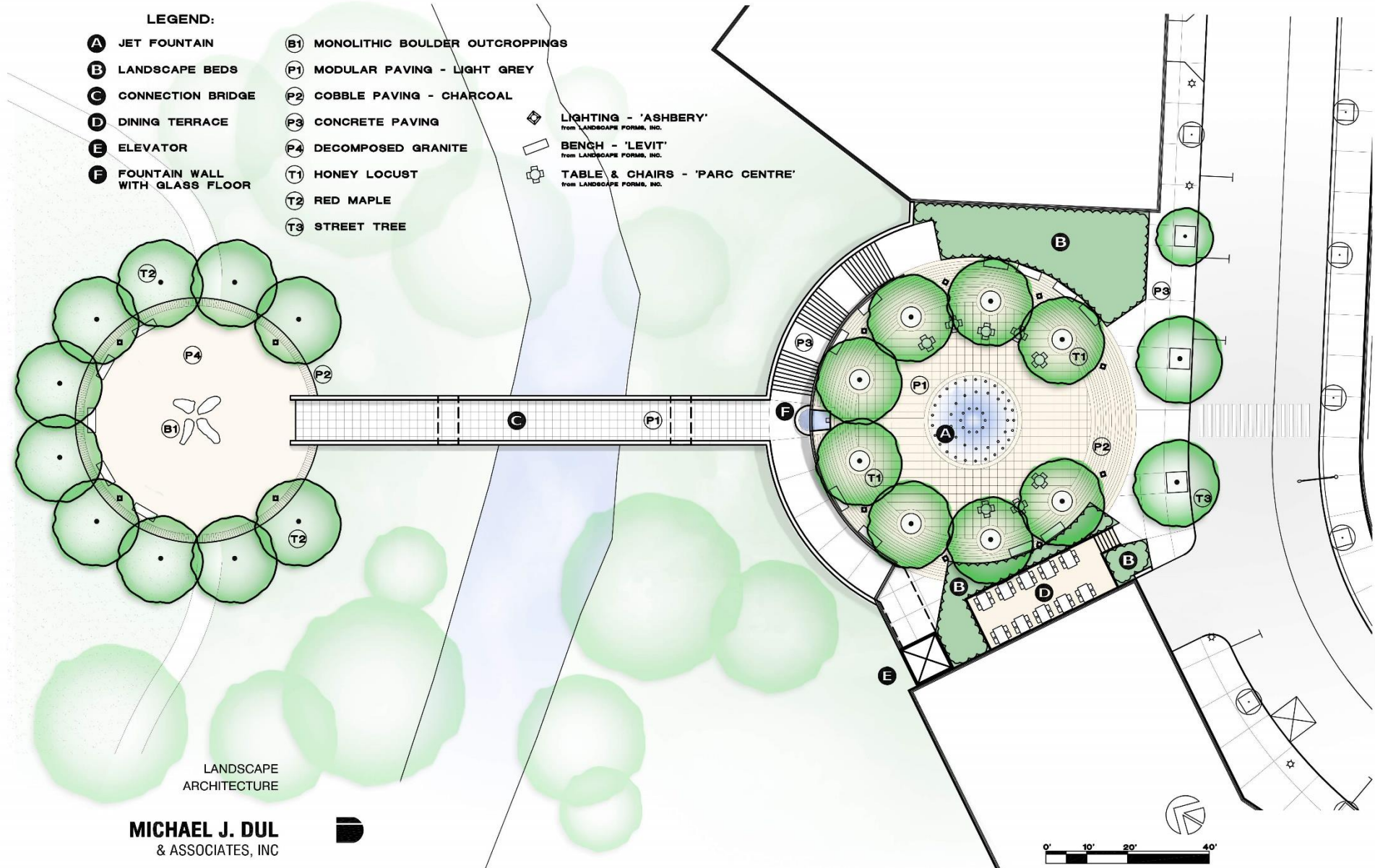
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**N. Old Woodward / Bates St.
Parking and Site Development**
City of Birmingham
Site Plan
Scale 1" = 30'
March 26, 2019



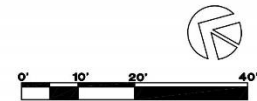
LEGEND:

- | | | |
|---|---|--|
| A JET FOUNTAIN | B1 MONOLITHIC BOULDER OUTCROPPINGS |  LIGHTING - 'ASHBERY'
<small>from LANDSCAPE FORMS, INC.</small> |
| B LANDSCAPE BEDS | P1 MODULAR PAVING - LIGHT GREY |  BENCH - 'LEVIT'
<small>from LANDSCAPE FORMS, INC.</small> |
| C CONNECTION BRIDGE | P2 COBBLE PAVING - CHARCOAL |  TABLE & CHAIRS - 'PARC CENTRE'
<small>from LANDSCAPE FORMS, INC.</small> |
| D DINING TERRACE | P3 CONCRETE PAVING | |
| E ELEVATOR | P4 DECOMPOSED GRANITE | |
| F FOUNTAIN WALL WITH GLASS FLOOR | T1 HONEY LOCUST | |
| | T2 RED MAPLE | |
| | T3 STREET TREE | |



LANDSCAPE
ARCHITECTURE

MICHAEL J. DUL
& ASSOCIATES, INC







Building Height Study







P3 Professional Team – City of Birmingham

- **Development Consultant** – Jones
Lang Lasalle/Kirco Manix

City Manager, Joseph A. Valentine

Ass't. City Manager, Tiffany Gunter

- **Development Counsel** – Miller
Canfield

Planning Director, Jana Ecker

City Engineer, Paul O'Meara

- **Bond Counsel** – Miller Canfield

Ass't. City Engineer, Austin Fletcher

Building Official – Bruce Johnson

Finance Director – Mark Gerber

Public Private Partnership Advantages

	Traditional Approach	P3 Approach	Birmingham Specific
Project Management	City Administration/Staff often have limited expertise in large scale development projects.	Available expertise and resources to support City Administration and Staff.	WBP has extended resources to City to assist in parking mitigation plan and communications support.
Turnkey Development/Added Transparency	Limited efficiencies to be gained from a turnkey without a private partner.	While all public documents are available for public inspection, additional insight is gained by the General Contractor’s open book bid process.	City gains additional project insight, efficiencies and other economies of scale.
Research and Development Costs	All publicly funded	Private funding allocated to support planning and engineering for project.	WBP contribution to planning and design work for public elements of project.
Risk Mitigation/Sharing	Public Sector takes on all project risks.	Delivers a guaranteed maximum price (GMP) with a maximum exposure for public entity	City to receive a GMP with an associated cost not to exceed for public elements of project significantly limiting financial risks.
Project Timeline Accountability	City is solely accountable and must work with contractor to penalize for project delays.	Developer has incentive for meeting timelines.	Occupancy and use are goals of both the private and public partner
Private Contributions	N/A	Developer absorbs costs to add project elements on behalf of City (i.e., retail liners, public plazas).	City expedites processes to move private elements along with public elements. In turn, developer donates public amenities.

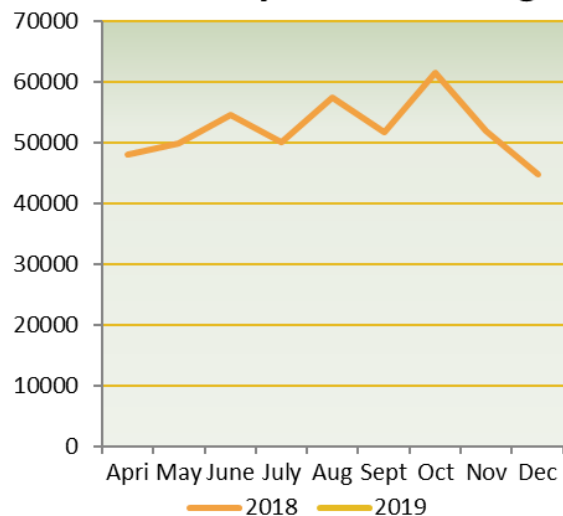
What's Next?

- April 15 – Commission Workshop (tentative meeting date)
 - Proposed Development Agreement Review
 - Proposed Ground Lease(s)
 - Preliminary Parking Mitigation Plan Discussion
- April 22 – Commission Meeting (tentative meeting date)
 - Project Budget / Guaranteed Maximum Price (GMP) Delivery
 - Requested Approval of Development Agreement, Ground Lease, and GMP
- Dates TBD on the following:
 - Draft Construction Agreement delivered to City for review
 - **Bond Resolution** Approval
 - Preliminary Site Plan submitted to City
 - Preliminary Project Phasing Plan submitted to City
 - Preliminary Project Construction Schedule submitted to City
 - **Parking Mitigation Plan** Approval

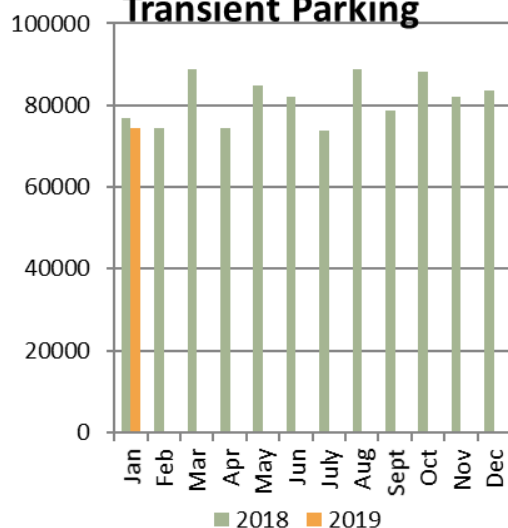
Q & A

City of Birmingham Parking Utilization Dashboard – February 2019

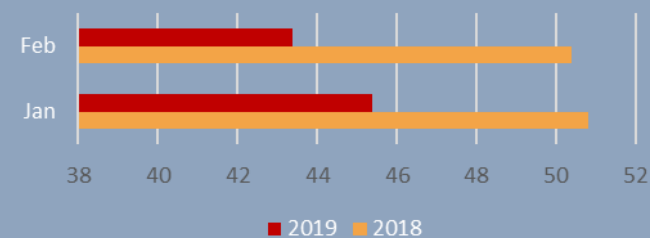
Monthly Permit Parking



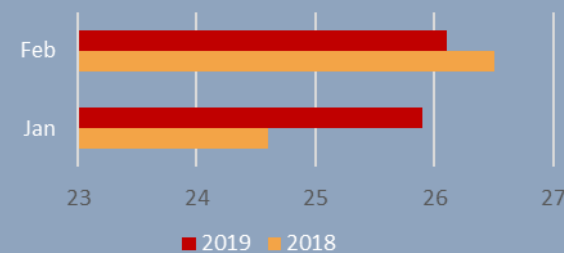
Transient Parking



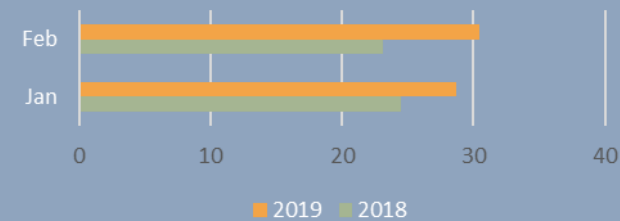
Coin



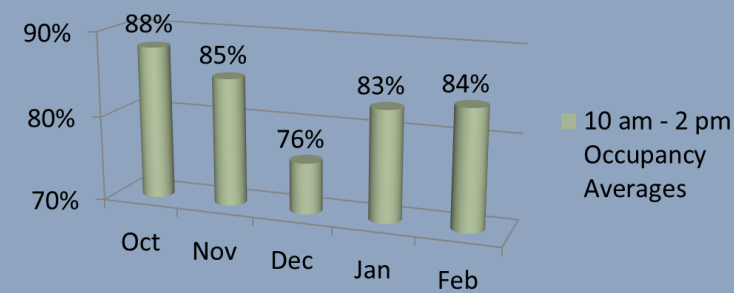
Credit



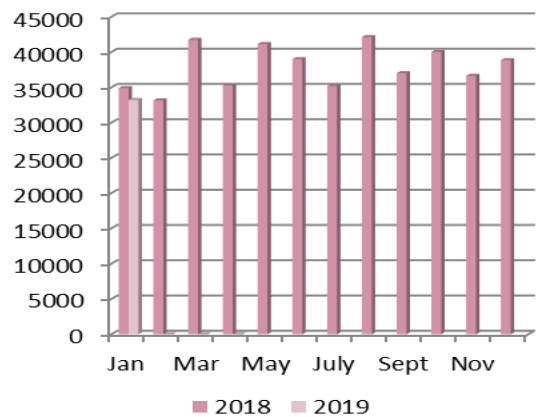
ParkMobile



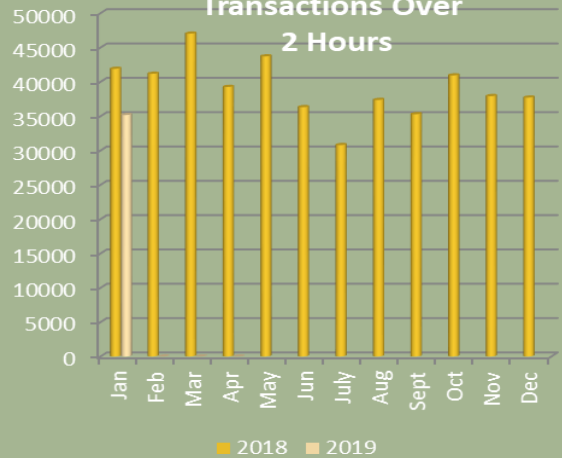
10 am - 2 pm Parking Garage Occupancy Average



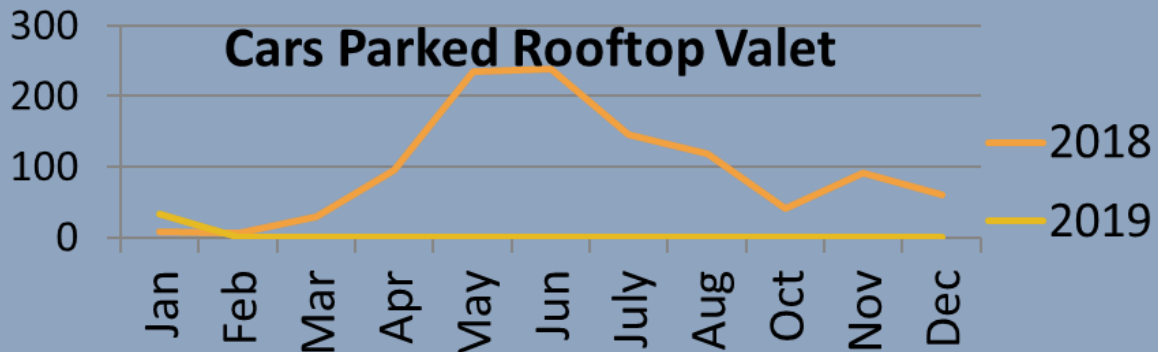
Transactions Under 2 Hours



Transactions Over 2 Hours



Cars Parked Rooftop Valet



*2017 Rooftop valet utilization increased Jul—Oct 2017 due to the Park Street Paving Project

MONTHLY PARKING PERMIT REPORT

For the month of: January 2019

Date Compiled: February 20, 2019

	Pierce	Park	Peabody	N.Old Wooc	Chester	Lot #6/\$210	Lot #6/\$150	South Side	Lot B	35001 Woodward	Lot 12	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	40	150	4070
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	40	150	2439
4. Monthly Permits Authorized	550	750	400	800	1140	150	40	8	30	50	150	4068
5. Permits - end of previous month	550	750	400	800	1140	150	40	8	30	50	175	4093
6. Permits - end of month	550	750	400	800	1140	150	40	8	30	50	225	4143
7. Permits - available at end of month	0	0	0	0	0	0	0	0	0	0		0
8. Permits issued in month includes permits effective 1st of month	13	20	0	4	1	0	0	0	0	0	0	38
9. Permits given up in month	13	20	0	4	1	0	0	0	0	0	0	38
10. Net Change	0	0	0	0	0	0	0	0	0	0	0	0
11. On List - end of month*	1119	1020	1068	1388	996	0	0	0	0	0	0	5591
**On List-Unique Individuals												3511
12. Added to list in month	16	11	12	15	9	0	0	0	0	0	0	63
13. Withdrawn from list in month (w/o permit)	0	0	0	0	0	0	0	0	0	0	0	0
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	109.8
15. Transient parker occupied	172	102	102	153	104	N/A	N/A	N/A	N/A	N/A	N/A	633
16. Monthly parker occupied	459	699	328	578	748	N/A	N/A	N/A	N/A	N/A	N/A	2812
17. Total parker occupied	631	801	430	731	852	N/A	N/A	N/A	N/A	N/A	N/A	3445
18. Total spaces available at 1pm on Wednesday 12/12	75	10	7	14	28	N/A	N/A	N/A	N/A	N/A	N/A	134
19. "All Day" parkers paying 5 hrs. or more												
A:Weekday average.	221	183	120	116	94	N/A	N/A	N/A	N/A	N/A	N/A	734
B:*Maximum day	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
20. Utilization by long term parkers	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	#DIV/0!

(1) Lot #6 does not have gate control, therefore no transient count available

(2) (Permits/Oversell Factor + Weekday Avg.) / Total Spaces

* Average Maximum day not available currently in Skidata

** Unique individuals represent the actual number of unique people on the wait list regardless of how many structures they have requested.

**Birmingham Parking System
Transient & Free Parking Analysis
Months of January 2018 & January 2019**

January 2018

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	16,632	8,777	\$ 41,295.00	53%
PARK	18,274	7,430	\$ 49,684.00	41%
CHESTER	6,149	1,796	\$ 50,986.75	29%
WOODWARD	11,561	5,681	\$ 31,231.00	49%
PIERCE	24,195	11,225	\$ 64,287.00	46%
TOTALS	76,811	34,909	\$ 237,483.75	45%

January 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	18,140	9,972	\$ 38,222.00	55%
PARK	18,592	7,206	\$ 48,905.00	39%
CHESTER	5,957	1,872	\$ 54,323.00	31%
WOODWARD	10,625	5,282	\$ 27,394.00	50%
PIERCE	20,997	8,892	\$ 67,014.00	42%
TOTALS	74,311	33,224	\$ 235,858.00	45%

BREAKDOWN:	TOTAL CARS	-3%
	FREE CARS	-5%
	CASH REVENUE	-1%

Pierce Structure

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Garage not filled.	2
3	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8 Garage not filled.	9
10	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Garage not filled.	15 Garage not filled.	16
17	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22 Garage not filled.	23
24	25 Garage not filled.	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.		
		Notes:				

Park Street Structure

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Garage not filled.	2
3	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8 Garage not filled.	9
10	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Valet-3 cars	15 Garage not filled.	16
17	18 Garage not filled.	19 Garage not filled.	20 Valet-2 cars	21 Garage not filled.	22 Garage not filled.	23
24	25 Garage not filled.	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.		
		Notes:				

N.O.W. Structure

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Garage not filled.	2
3	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8 Garage not filled.	9
10	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Garage not filled.	15 Garage not filled.	16
17	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22 Garage not filled.	23
24	25 Garage not filled.	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.		
		Notes:				

Chester Structure

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Garage not filled.	2
3	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8 Garage not filled.	9
10	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Garage not filled.	15 Garage not filled.	16
17	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22 Garage not filled.	23
24	25 Garage not filled.	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.		
		Notes:				

Peabody Structure

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		
		Notes:				

Structure Occupancy at 1pm Tuesday-Thursday

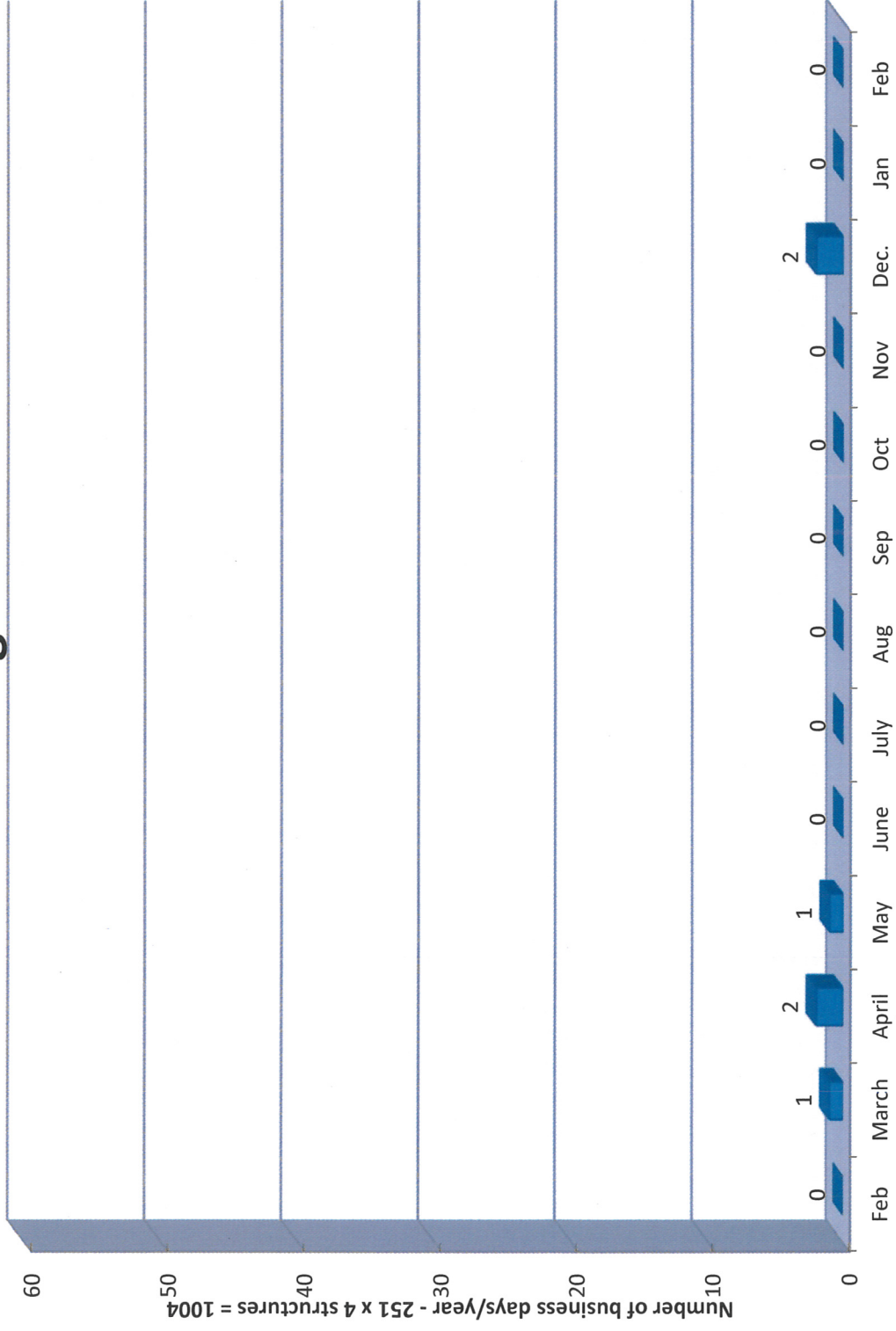
Available Spaces

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Chester-79 N.O.W.-80 Park-27 Peabody-22 Pierce-71	6 Chester-180 N.O.W.-249 Park-158 Peabody-119 Pierce-139	7 Chester-21 N.O.W.-58 Park-7 Peabody-35 Pierce-81	8	9
10	11	12 Chester-205 N.O.W.-255 Park-176 Peabody-32 Pierce-130	13 Chester-67 N.O.W.-43 Park-7 Peabody-32 Pierce-44	14 Chester-117 N.O.W.-49 Park-8 Peabody-24 Pierce-56	15	16
17	18	19 Chester-160 N.O.W.-84 Park-13 Peabody-56 Pierce-117	20 Chester-124 N.O.W.-18 Park-11 Peabody-58 Pierce-98	21 Chester-133 N.O.W.-62 Park-48 Peabody-61 Pierce-116	22	23
24	25	26 Chester-80 N.O.W.-59 Park-32 Peabody-33 Pierce-101	27 Chester-61 N.O.W.-73 Park-22 Peabody-28 Pierce-132	28 Chester-99 N.O.W.-48 Park-24 Peabody-65 Pierce-99		
		Notes:				

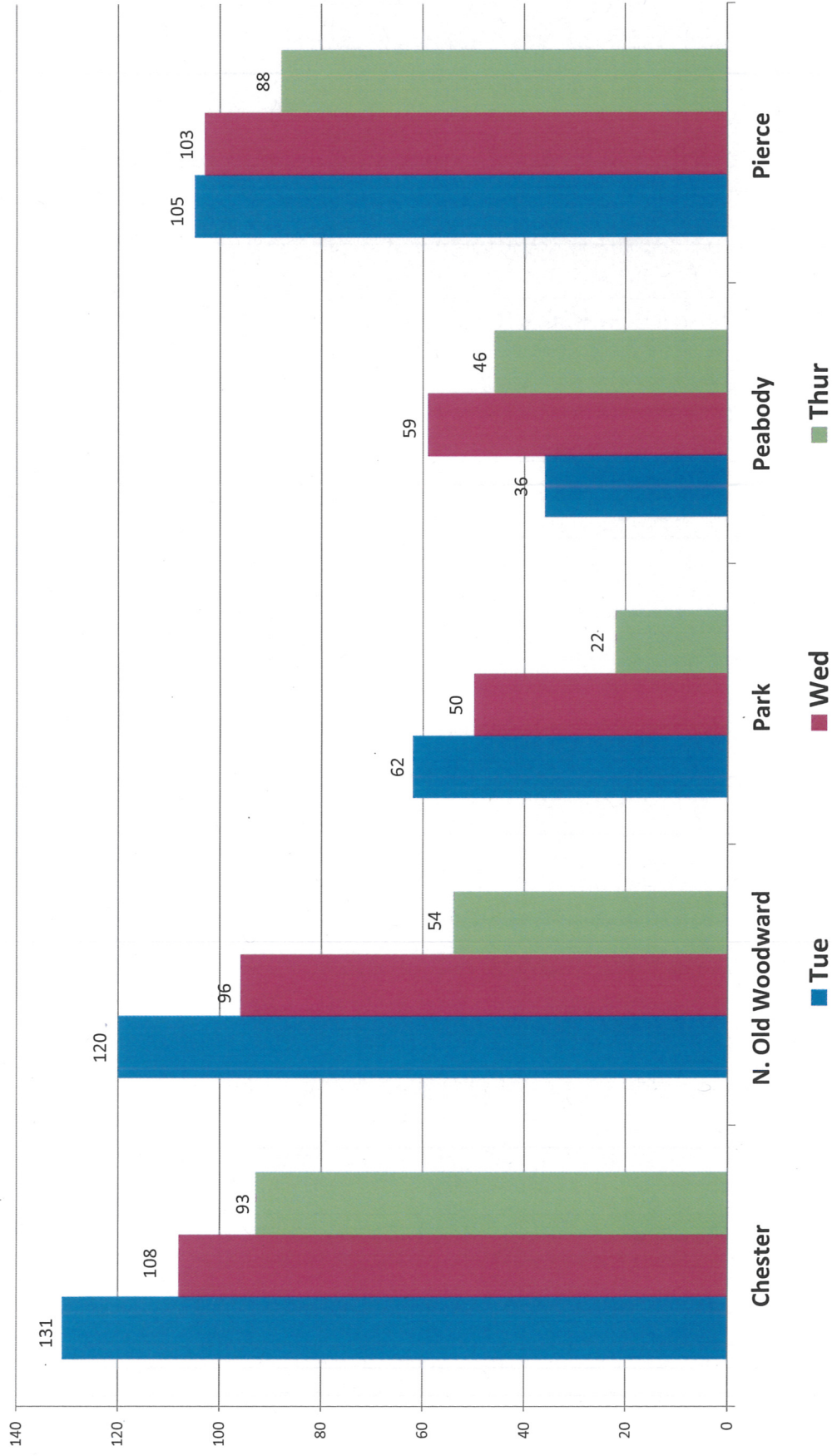
Feb. 2018 - Feb. 2019

Combined Parking Structure Full Status



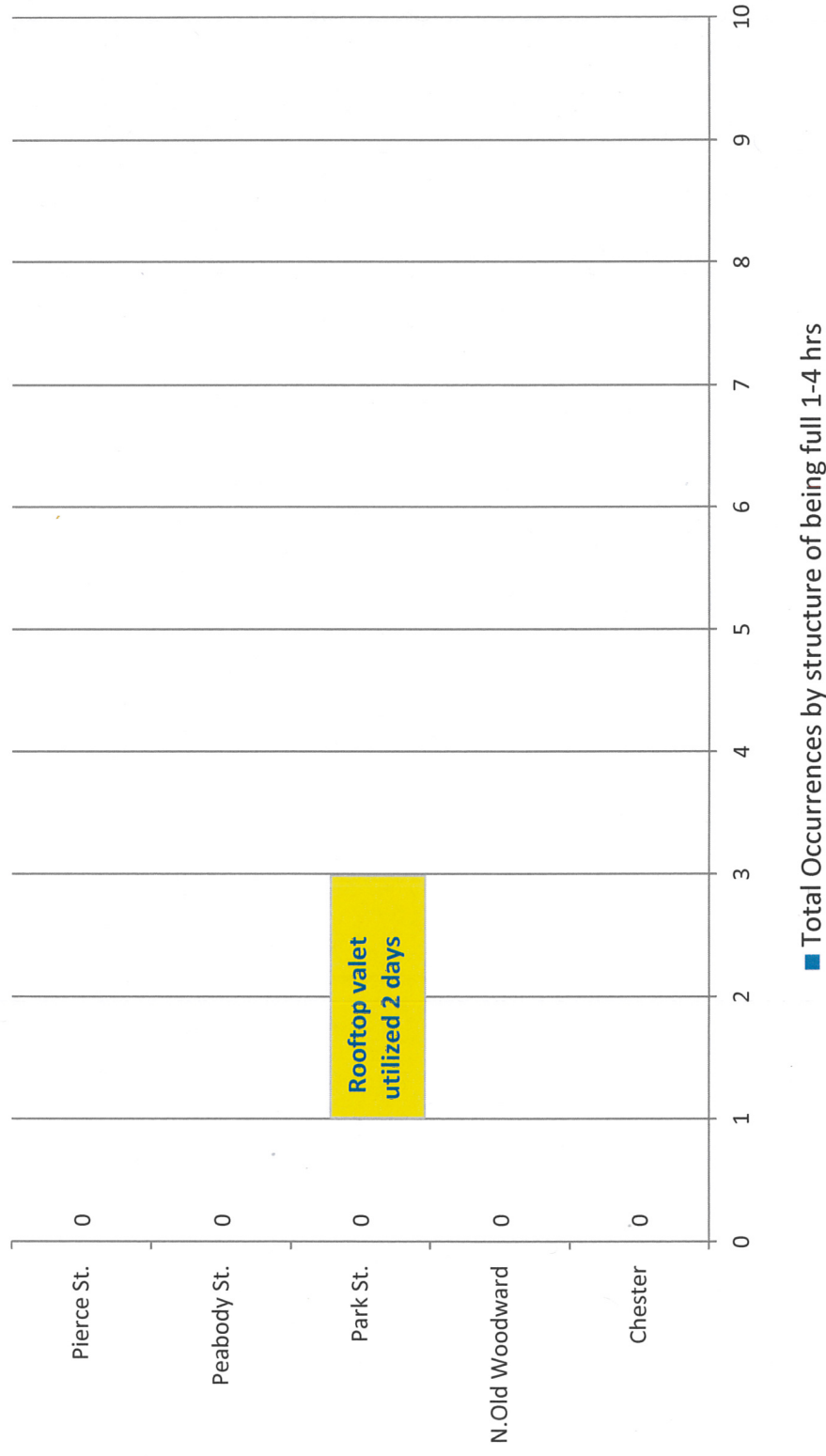
■ Total monthly occurrences of Chester, Park, Peabody and Pierce structures being full (1-4 hrs.)

Structure Occupancy at 1 pm Tuesday-Thursday Average Available Spaces - February 2019



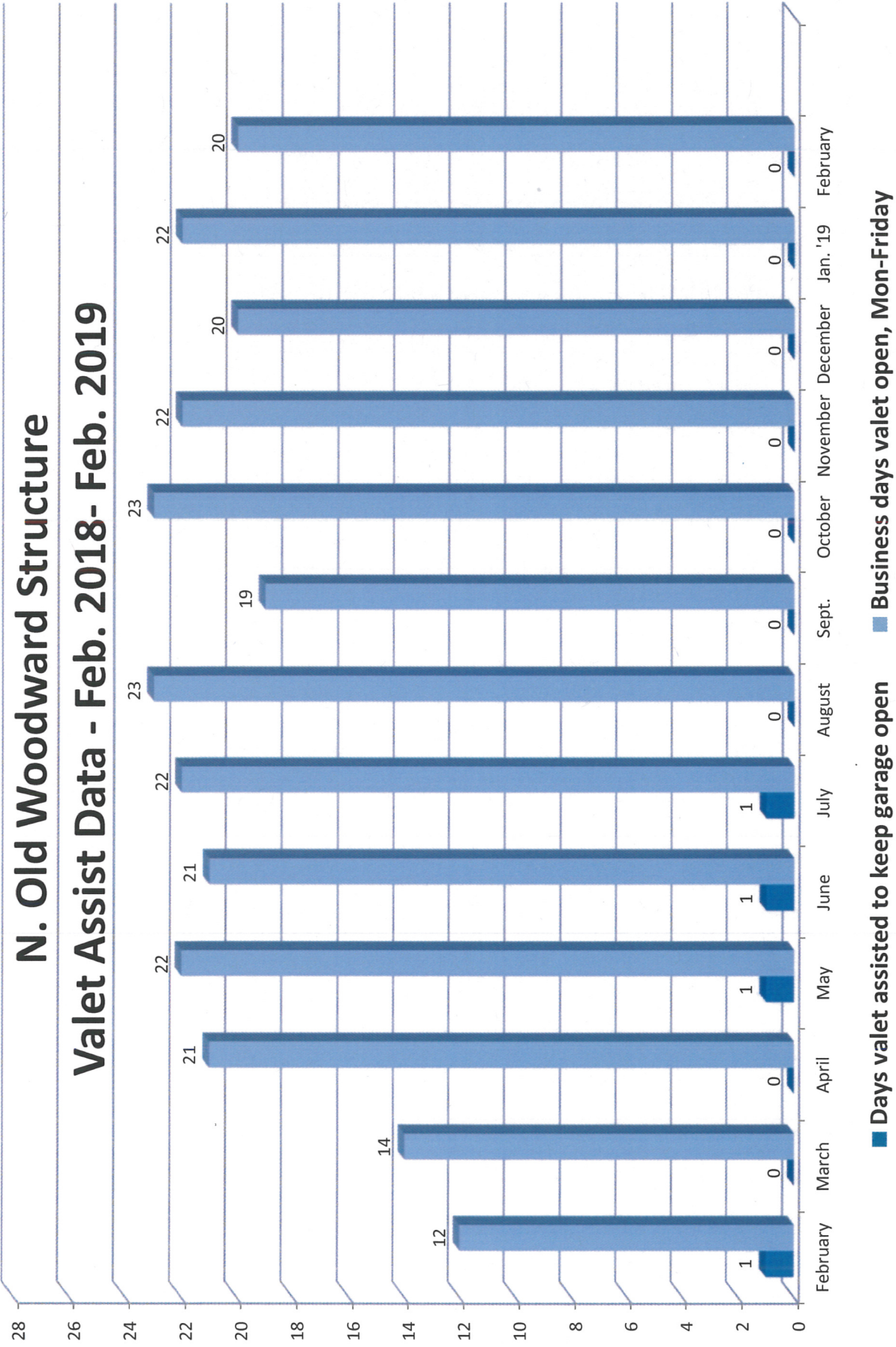
Parking Full Status by Structure

February 2019 - Business Days Only (M-Friday)

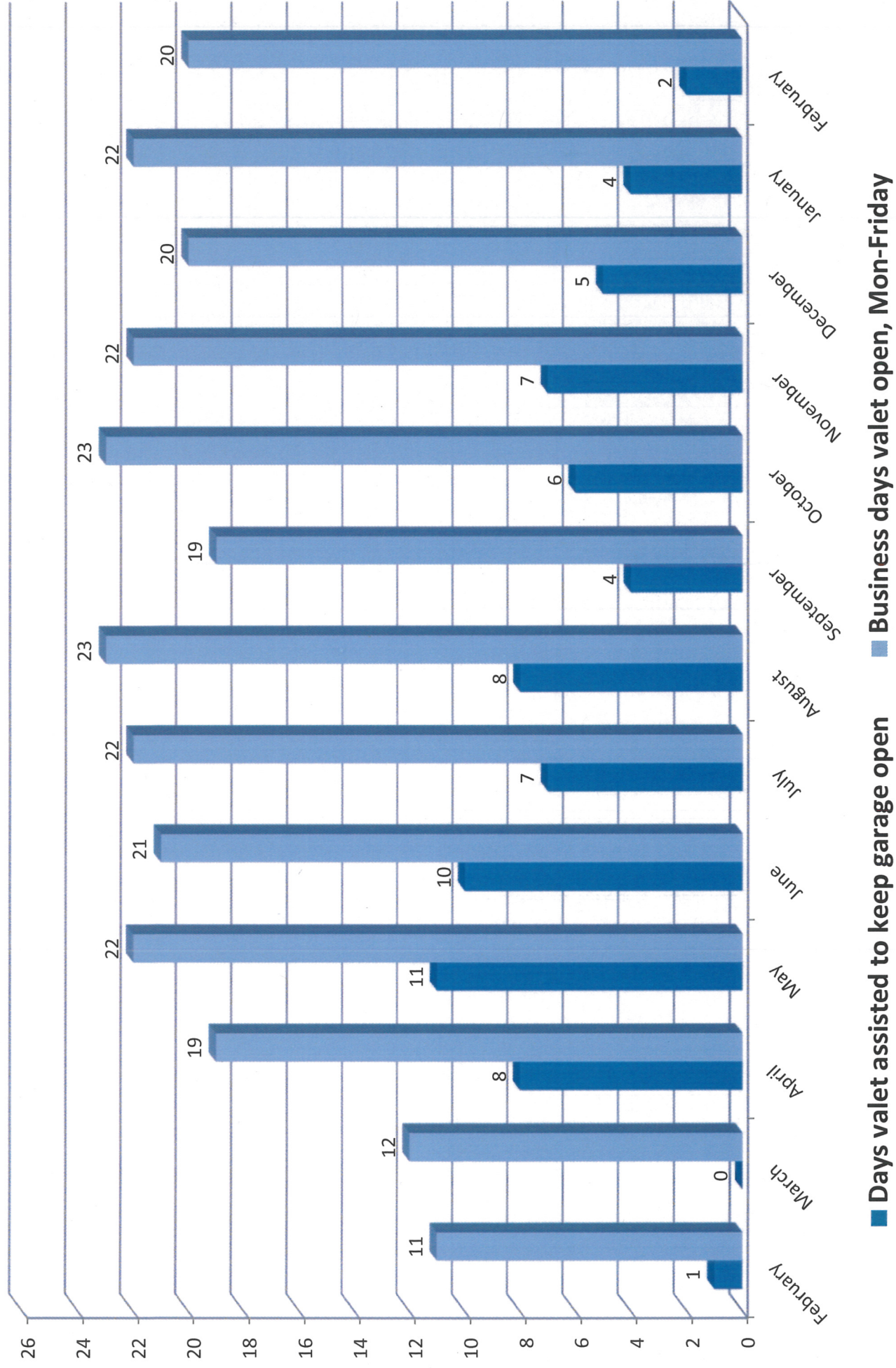


N. Old Woodward Structure

Valet Assist Data - Feb. 2018- Feb. 2019



Park Street Structure Valet Assist Data - Feb. 2018 - Feb. 2019



CITY OF BIRMINGHAM - Combined
Income Statement
For Periods Indicated

REVENUES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Revenues - Monthly parking	171,535.00	1,743,138.80	180,584.00	1,732,195.26
Revenues - Cash Parking	228,586.01	1,933,077.13	236,366.00	1,982,331.07
Revenues - Card Fees	105.00	2,670.00	135.00	13,800.00
Revenue - Lot #6	31,665.00	182,725.55	10,310.00	111,385.55
TOTAL INCOME	431,891.01	3,286,768.48	427,395.00	3,839,711.88
EXPENSES:				
Salaries and Wages	62,859.27	540,136.08	59,432.73	522,420.80
Payroll Taxes	7,886.39	54,961.76	7,338.40	52,737.30
Workmens Comp Insurance	3,058.22	24,983.06	2,705.84	22,610.18
Group Insurance	20,686.38	174,588.50	21,142.73	180,028.45
Uniforms	268.49	3,552.91	132.85	3,446.88
Insurance	8,047.09	80,841.80	10,684.84	81,316.18
Utilities	922.54	8,631.72	852.19	7,418.48
Maintenance	2,172.39	48,738.55	4,017.29	32,683.18
Parking Tazs/Tickets	0.00	1,362.78	40.05	648.14
Accounting Fees	4,533.97	36,708.08	4,488.97	35,621.66
Office Supplies	368.54	3,458.65	334.91	3,768.90
Card Refund	0.00	0.00	0.00	-
Operating Cost - Vehicles	746.83	6,235.48	811.02	4,367.88
Pass Cards	0.00	4,000.00	0.00	-
Employee Appreciation	97.44	665.42	105.99	969.71
Credit Card Fees	9,176.74	98,102.32	11,015.13	101,037.70
Bank Service Charges	70.30	557.99	89.95	617.31
Miscellaneous Expense	359.57	2,871.97	321.20	3,163.42
Management Fee Charge	3,875.00	31,000.00	3,875.00	31,000.00
TOTAL EXPENSES	125,129.16	980,960.40	127,389.09	1,083,856.17
OPERATING PROFIT	306,761.85	2,305,808.08	300,005.91	2,755,855.71

CITY OF BIRMINGHAM PIERCE DECK
Income Statement
For Periods Indicated

REVENUES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Revenues - Monthly parking	35,328.00	306,601.80	36,944.00	291,874.75
Revenues - Cash Parking	69,389.00	548,161.03	62,938.00	543,786.25
Revenues - Card Fees	0.00	255.00	90.00	1,928.00
TOTAL INCOME	104,717.00	738,116.83	99,972.00	837,589.00
EXPENSES:				
Salaries and Wages	10,990.20	94,219.02	10,009.60	95,289.26
Payroll Taxes	1,371.31	9,395.77	1,235.40	9,447.27
Workmens Comp Insurance	535.11	4,358.93	456.20	4,108.72
Group Insurance	4,057.10	36,015.22	4,404.30	40,493.19
Uniforms	33.85	609.52	0.00	514.84
Insurance	1,538.52	15,848.10	2,012.28	15,668.56
Utilities	350.54	2,799.84	167.00	1,367.93
Maintenance	326.53	6,899.37	844.02	5,009.02
Parking Tazs/Tickets	0.00	105.26	0.00	119.77
Accounting Fees	899.37	7,160.96	865.37	6,922.96
Office Supplies	59.03	677.05	66.99	753.79
Card Refunds	0.00	0.00	-	-
Operating Cost - Vehicles	133.30	1,231.02	162.20	873.57
Pass Cards	-	800.00	-	-
Employee Appreciation	-	-	21.20	188.05
Credit Card Fees	2,957.79	27,892.83	2,933.04	27,819.93
Bank service charges	12.25	92.68	11.49	95.21
Miscellaneous Expenses	27.66	247.13	26.56	247.29
Management Fee Charge	775.00	6,200.00	775.00	6,200.00
TOTAL EXPENSES	24,067.56	188,879.56	23,990.65	215,119.36
OPERATING PROFIT	80,649.44	549,237.27	75,981.35	622,469.64

CITY OF BIRMINGHAM PEABODY DECK
Income Statement
For Periods Indicated

REVENUES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Revenues - Monthly parking	25,390.00	220,215.00	19,820.00	210,485.00
Revenues - Cash Parking	31,528.00	309,188.02	34,287.00	304,327.00
Revenues - Card Fees	0.00	150.00	0.00	10,709.00
TOTAL INCOME	56,918.00	452,269.02	54,107.00	525,521.00
EXPENSES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Salaries and Wages	10,722.40	94,102.33	10,118.07	86,553.01
Payroll Taxes	1,336.26	9,375.61	1,249.60	8,674.17
Workmens Comp Insurance	522.15	4,352.87	461.11	3,791.84
Group Insurance	4,057.11	36,013.14	4,404.28	40,120.43
Uniforms	33.85	609.31	0.00	513.65
Insurance	1,303.67	11,728.36	1,520.17	11,564.02
Utilities	143.00	1,457.97	167.00	1,458.14
Maintenance	326.53	7,757.00	0.00	3,788.32
Parking Tags/Tickets	0.00	105.25	0.00	119.77
Accounting Fees	809.19	6,439.52	775.19	6,201.52
Office Supplies	59.32	677.34	66.98	753.78
Card Refund	0.00	-	-	-
Employee Appreciation	0.00	-	21.20	188.05
Operating Cost - Vehicles	133.30	1,231.03	162.20	873.57
Pass Cards	0.00	800.00	-	-
Credit Card Fees	1849.49	16,332.62	1597.84	15,628.90
Bank service charges	12.25	92.68	11.49	88.00
Miscellaneous Expense	27.45	177.04	26.64	228.75
Management Fee Charge	775.00	6,200.00	775.00	6,200.00
TOTAL EXPENSES	22,110.97	174,284.82	21,356.77	186,745.92
OPERATING PROFIT	34,807.03	239,733.03	32,750.23	338,775.08

270-6487

CITY OF BIRMINGHAM PARK DECK
Income Statement
For Periods Indicated

REVENUES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Revenues - Monthly parking	42,217.00	407,103.00	36,135.00	418,372.51
Revenues - Cash Parking	46,021.00	368,272.02	49,772.00	407,173.00
Revenues - Card Fees	30.00	135.00	0.00	(57.00)
TOTAL INCOME	88,368.00	663,347.02	85,907.00	825,488.51
EXPENSES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Salaries and Wages	13,411.93	116,571.29	11,747.30	106,242.17
Payroll Taxes	1,684.88	11,683.26	1,464.49	10,641.20
Workmens Comp Insurance	652.29	5,386.96	534.86	4,584.08
Group Insurance	3,844.70	35,174.09	3,455.70	31,941.79
Uniforms	33.85	609.31	0.00	513.65
Insurance	1,645.89	16,950.60	2,286.27	17,325.18
Utilities	143.00	1,457.97	167.00	1,458.14
Maintenance	326.53	9,567.04	0.00	3,191.02
Parking Tags/Tickets	0.00	105.25	0.00	119.77
Accounting Fees	915.28	7,416.58	881.28	7,075.52
Office Supplies	59.32	677.34	66.98	753.78
Card Refund	0.00	-	-	-
Operating Cost - Vehicles	133.30	1,231.03	162.20	873.57
Pass Cards	0.00	800.00	-	-
Employee Appreciation	0.00	-	21.20	188.05
Credit Card Fees	2,282.00	19,051.84	2,319.48	20,650.77
Bank service charges	12.25	92.68	11.49	82.19
Miscellaneous Expenses	29.55	219.73	27.91	244.13
Management Fee Charge	775.00	6,200.00	775.00	6,200.00
TOTAL EXPENSES	25,949.77	202,125.56	23,921.16	212,085.01
OPERATING PROFIT	62,418.23	461,221.46	61,985.84	613,403.50

270-6488

CITY OF BIRMINGHAM CHESTER DECK
Income Statement

For Periods Indicated				
REVENUES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Revenues - Monthly parking	34,255.00	411,978.00	45,535.00	394,322.00
Revenues - Cash Parking	55,120.01	451,517.04	59,049.00	411,173.82
Revenues - Card Fees	30.00	225.00	45.00	1,010.00
TOTAL INCOME	89,405.01	725,401.04	104,629.00	806,505.82
EXPENSES:				
Salaries and Wages	15,290.35	125,897.11	15,702.35	118,866.67
Payroll Taxes	1,935.91	13,493.92	1,910.70	12,353.37
Workmens Comp Insurance	743.19	8,822.54	713.90	5,145.62
Group Insurance	4,882.15	30,036.78	5,422.67	37,602.89
Uniforms	133.10	1,115.46	132.85	1,391.33
Insurance	1,677.60	18,055.20	2,450.00	18,619.60
Utilities	143.00	1,457.97	184.19	1,667.93
Maintenance	866.26	17,860.59	3,173.27	15,001.77
Parking Tags/Tickets	0.00	942.14	40.05	169.06
Accounting Fees	984.24	8,305.23	1,075.24	8,273.90
Office Supplies	131.59	749.61	66.98	753.78
Card Refund	0.00	-	-	-
Operating Cost - Vehicles	213.64	1,311.37	162.21	873.58
Pass Cards	-	800.00	-	-
Employee Appreciation	97.44	665.42	21.19	217.51
Credit Card Fees	837.85	21,628.71	2,751.80	20,794.52
Bank Service Charges	21.30	187.27	43.99	269.72
Misc Expense	31.02	348.17	31.00	738.02
Management Fee Charge	775.00	6,200.00	775.00	6,200.00
TOTAL EXPENSES	28,763.64	219,823.99	34,657.39	248,939.27
OPERATING PROFIT	60,641.37	505,577.05	69,971.61	557,566.55

270-6489

CITY OF BIRMINGHAM N. WOODWARD DECK
Income Statement
For Periods Indicated

REVENUES:	Month Ended	8 Month Ending	Month Ended	8 Month Ending
	February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
Revenues - Monthly parking	34,245.00	397,241.00	42,150.00	417,141.00
Revenues - Cash Parking	26,528.00	255,939.02	30,320.00	315,871.00
Revenues - Card Fees	45.00	1,860.00	0.00	180.00
TOTAL INCOME	60,818.00	549,629.02	72,470.00	733,192.00
EXPENSES:				
Salaries and Wages	12,444.39	109,346.33	11,855.41	115,469.69
Payroll Taxes	1,558.03	11,013.20	1,478.21	11,621.29
Workmens Comp Insurance	605.48	5,061.76	539.77	4,879.92
Group Insurance	3,845.32	37,351.27	3,455.78	29,870.15
Uniforms	33.84	609.31	-	513.41
Insurance	1,881.41	18,259.54	2,416.12	18,138.82
Utilities	143.00	1,457.97	167.00	1,466.34
Maintenance	326.54	6,654.55	0.00	5,693.05
Parking Tags/Tickets	0.00	105.22	0.00	119.77
Accounting Fees	925.89	7,385.79	891.89	7,147.76
Office Supplies	59.28	677.30	66.98	753.78
Card Refund	0.00	-	0.00	-
Operating Cost - Vehicles	133.29	1,231.02	162.21	873.58
Pass Cards	0.00	800.00	0.00	-
Employee Appreciation	0.00	-	21.20	188.05
Credit Card Fees	1249.61	13,195.98	1412.97	16,143.58
Bank Service Charges	12.25	92.68	11.49	82.19
Miscellaneous Expense	28.80	193.18	28.00	251.34
Management Fee Charge	775.00	6,200.00	775.00	6,200.00
TOTAL EXPENSES	24,022.13	194,375.17	23,282.03	219,512.72
OPERATING PROFIT	36,795.87	355,253.85	49,187.97	513,679.28

270-6484

CITY OF BIRMINGHAM lot #6
Income Statement
For Periods Indicated

Month Ended 8 Month Ending Month Ended 8 Month Ending

		February 28, 2019	February 28, 2019	February 28, 2018	February 28, 2018
INCOME	Revenues - Monthly Parking Lot #6 & Southside	31,665.00	182,570.55 155.00	10,310.00	111,385.55
	TOTAL INCOME	<u>31,665.00</u>	<u>183,725.55</u>	<u>10,310.00</u>	<u>111,385.55</u>
EXPENSES	Liability Insurance				
	Office Supplies (Hanging Tags)	215.09	1,686.72	181.09	1,453.89
	Misc.	<u>215.09</u>	<u>1,686.72</u>	<u>181.09</u>	<u>1,453.89</u>
	TOTAL EXPENSES				
	NET PROFIT	<u>31,449.91</u>	<u>182,038.83</u>	<u>10,128.91</u>	<u>109,931.66</u>

**Birmingham Parking System
Transient & Free Parking Analysis
Months of February 2018 & February 2019**

February 2018

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	15,955	8,709	\$ 34,287.00	55%
PARK	18,465	6,778	\$ 49,772.00	37%
CHESTER	5,395	1,678	\$ 59,049.00	31%
WOODWARD	10,774	5,293	\$ 30,320.00	49%
PIERCE	23,768	10,719	\$ 62,938.00	45%
TOTALS	74,357	33,177	\$ 236,366.00	45%

February 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	12,076	6,218	\$ 31,528.00	51%
PARK	16,705	6,122	\$ 46,021.00	37%
CHESTER	5,385	1,775	\$ 55,120.01	33%
WOODWARD	10,427	5,103	\$ 26,528.00	49%
PIERCE	22,096	9,403	\$ 69,389.00	43%
TOTALS	66,689	28,621	\$ 228,586.01	43%

BREAKDOWN:	TOTAL CARS	-10%
	FREE CARS	-14%
	CASH REVENUE	-3%

MONTHLY PARKING PERMIT REPORT

For the month of: February 2019

Date Compiled: March 20, 2019

	Pierce	Park	Peabody	N.Old Wooc	Chester	Lot #6/\$210	Lot #6/\$150	South Side	Lot B	35001 Woodward	Lot 12	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	40	150	4070
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	40	180	2469
4. Monthly Permits Authorized	550	750	400	800	1140	150	40	8	30	50	225	4143
5. Permits - end of previous month	550	750	400	800	1140	150	40	8	30	50	175	4093
6. Permits - end of month	550	750	400	800	1140	150	40	8	30	50	225	4143
7. Permits - available at end of month	0	0	0	0	0	0	0	0	0	0		0
8. Permits issued in month includes permits effective 1st of month	10	1	2	3	1	0	0	0	0	0	0	17
9. Permits given up in month	10	1	2	3	1	0	0	0	0	0	0	17
10. Net Change	0	0	0	0	0	0	0	0	0	0	0	0
11. On List - end of month*	1133	1041	1082	1409	1014	0	0	0	0	0	0	5679
**On List-Unique Individuals												3548
12. Added to list in month	14	21	14	21	18	0	0	0	0	0	0	88
13. Withdrawn from list in month (w/o permit)	0	0	0	0	0	0	0	0	0	0	0	0
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	109.8
15. Transient parker occupied	195	98	121	116	82	N/A	N/A	N/A	N/A	N/A	N/A	612
16. Monthly parker occupied	413	701	258	611	674	N/A	N/A	N/A	N/A	N/A	N/A	2657
17. Total parker occupied	608	799	379	727	756	N/A	N/A	N/A	N/A	N/A	N/A	3269
18. Total spaces available at 1pm on Wednesday 2/20	98	12	58	18	124	N/A	N/A	N/A	N/A	N/A	N/A	310
19. "All Day" parkers paying 5 hrs. or more												
A: Weekday average.	240	221	114	128	89	N/A	N/A	N/A	N/A	N/A	N/A	792
B: *Maximum day	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
20. Utilization by long term parkers	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	#DIV/0!

(1) Lot #6 does not have gate control, therefore no transient count available

(2) (Permits/Oversell Factor + Weekday Avg.) / Total Spaces

* Average Maximum day not available currently in Skidata

** Unique individuals represent the actual number of unique people on the wait list regardless of how many structures they have requested.