

January 29, 2020

Michael J. Mayer  
Engineering Technician  
Public Works Department  
City of Rialto  
150 S. Palm Avenue  
Rialto, CA 92376

Dear Mr. Mayer:

**Re: Proposal for Parking Operations and Enforcement Services of City of Rialto**

Thank you for giving us the opportunity to provide you with a parking operations and enforcement services proposal for the City of Rialto.

AmeriPark, part of the REEF PARKING brand, is one of the largest providers of parking management services in the United States. Since our founding in 1968, we have worked hard to provide the highest levels of client and customer service. With our approach of focusing on the fundamentals of parking management, we have earned recognition as an industry leader and trusted service partner. AmeriPark is headquartered in Atlanta, GA with a regional office in Los Angeles, CA and satellite office in Hollywood, CA.

Our parking services offerings are tailored to provide impartial and consistent enforcement services serving the needs of city government, citizens, business and visitors. Some of the most important and unique advantages associated with awarding the enforcement contract to AmeriPark are:

- Proven performance — the largest provider of municipal parking services in North America. We oversee 100+ municipal operation and issue over 2.3 million municipal parking citations annually.
- Industry-leading technology — as a private parking operator, AmeriPark's goals are quite different from those of our competitors. Our profits are reinvested back into the company, allowing us to be at the forefront of technological innovation. We were recently awarded the booting program for New York City. We deployed 36 enforcement vehicles equipped with 4 LPR cameras to locate and accurately identify scofflaw vehicles. Within the first 4 months of taking over the program, we have improved the program results by over 50% from last year.
- Unparalleled customer service — with strong training programs and engaged corporate leadership dedicated to supporting employee development, AmeriPark offers some of the industry's best-trained staff. In many cases, our operation and staff will provide users with their first and last impressions of your facility. Our goal is to provide the best possible experience to every patron of the City of Rialto to ensure they are eager to return. AmeriPark believes happy employees create positive customer experiences! Every frontline employee has the power to significantly impact a customer's experience positively or negatively. As such we have implemented an employee recognition program to encourage customer service excellence.



Our team of tenured professionals is eager to take the next steps in creating a collaborative and transparent working partnership with the City to ensure we meet and exceed the City's expectations for this program. We greatly value this opportunity to be of potential service to the City of Rialto, and we're hopeful the City of Rialto will conclude that AmeriPark's approach to ambassadorial parking enforcement is different, and we are not a "business as usual" company. Should you have any questions regarding the enclosed, please do not hesitate to contact us for an immediate response

Sincerely,

Laura Lierz, CAPP

Vice President of Municipal Technology

Phone: (303) 725-7043

[llierz@govtparking.com](mailto:llierz@govtparking.com)



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## EXECUTIVE SUMMARY

### Municipal Enforcement Experience

AmeriPark, as the part of REEF, is the largest provider of municipal parking enforcement services in North America. In total we issue, administer and process over four million parking citations annually. Our municipal clients cover the map from coast to coast and come in all shapes and sizes. From New York City, to Macon, Georgia, to Lincoln, Nebraska, our Municipal Division works with our clients to develop tailor made parking operations and enforcement programs that meet the needs of their communities. In total we provide parking enforcement services for over thirty cities, with another ninety municipalities for whom we provide parking management. Why does this benefit the City of Rialto? The answer is that AmeriPark offers the broadest of pallet of “best practices” and operating experiences to share with your City as you make your policy and operational decisions.

### California Experience

AmeriPark, as a part of the REEF, is one of the largest parking management companies in California. We have over thirty years of experience working with California municipal and government agencies. A few of the municipalities we work with are the SFMTA, City of Riverside and City of Newport Beach.

AmeriPark will bring together our proven approach and “best practices” to parking enforcement with the experience of a seasoned team of parking professionals to meet the goals and objectives of the City of Rialto. This is an opportunity for the City to leverage AmeriPark’s unmatched technology and enforcement experience to enhance your program.

### Intelligent Enforcement

The goal of any parking enforcement program should be “compliance”. Compliance with the parking ordinances and regulations should be measured, not the quantity of parking citations issued. If everyone paid the meters on a given day would you criticize your parking enforcement team for not writing any citations for non-payment? Of course, this would not make sense. The problem is that most parking managers do not have easily available access to their parking data to determine the real performance of their parking enforcement teams. PATH not only provides the parking data necessary to make a performance assessment it delivers customizable reports and powerful analytics to assist in making the assessment.

PATH allows you to leverage your data to modify your parking enforcement efforts in real time to maximize the value of your labor expense. The vast majority of cities deploy static routes for their parking enforcement personnel. In many operations the same officers walk the same beat day in and day out. If they happen to come across a violation, they issue a citation. With PATH enforcement staff can be directed daily, weekly, or in real time to streets with the highest probability of a violation occurring. One of the value propositions of PATH is its ability to leverage historical data to predict parking demand and behavior. When we layer in contextual data to PATH such as event calendars, holidays and weather, accurate predictions of parking occupancy will be available to support operational hours and efficient staffing plan development. PATH will deliver the data to determine the optimal enforcement staffing for the City of Rialto.



## Key Performance Indicators

PATH is not only a tool to assist in the development of the policies, practices and procedures of your enforcement program, it will also monitor the real time impact of the strategy implemented, allowing for adjustments and improvements over time. Capturing and centralizing all of your parking data into PATH will be the foundation of your parking strategy. AmeriPark's ability to provide PATH allows us to not only develop a logical data-based strategy for our clients that will work today but can easily be adjusted as citizen behavior and Rialto businesses and developments occur. PATH will deliver real time KPI (Key Performance Indicators) data to allow us to quickly visualize how parking behavior is being affected by the City's parking policies and pricing.

## Support, Resources & Subject Matter Experts

AmeriPark offers our municipal clients the highest level of support and unmatched access to industry experts that make up our dedicated Municipal Division. The value to our clients is having over 100 years of municipal parking enforcement expertise actively engaged with your parking program and readily available to assist your staff on projects and operational initiatives. In essence we are your "on-staff" consultant offered at no additional expense. No other company has the depth of resources and expertise to assure a consistent quality operation for the City of Rialto.

AmeriPark is excited about the opportunity to work with the City of Rialto to implement a true "Smart City" parking enforcement solution. The following sections provide more information on our company, proposed technology, operating plan and transition plan. We would greatly appreciate the opportunity to present our proposed operating plan and innovative technologies in person and discuss the many ways they can assist the City of Rialto in achieving their goals.

## COMPANY OVERVIEW

### A New Era for AmeriPark

In 2019, REEF PARKING was formed. REEF PARKING is home to Republic Parking, Lanier Parking, Park One, impark, Citizens, AmeriPark, and ParkJockey brands. REEF PARKING envisions an ecosystem that connects the world to your block. The primary function of parking is to reduce/prevent city congestion. Each parking brand brings a unique key to creating the parking ecosystem. Bringing the parking brands together allows redefining the possibilities of parking and maintain a firm commitment to leading and evolving the industry.



**Employees:** 16,000+

**Portfolio:** 400+ North American Cities  
1.5 Million Parking Spaces  
4,600 parking facilities

### Enforcement Experience

AmeriPark's business model has proven to be a perfect match for the needs of the municipal parking client. Our growth in the municipal sector has been unmatched in the industry. Today we are the largest operator of municipal parking systems in the USA. What differentiates us from our competitors is the level of service and attention we provide to our municipal clients. AmeriPark provides experienced quality on-site management teams that are strongly supported by our District, Regional and Corporate offices.

Many of our municipal clients receive over ten visits a year from AmeriPark Executives and Corporate support staff. AmeriPark's goal is to develop multi-layered relationships with our clients that truly "add value" to their parking operations. We hear over and over again from our clients that "AmeriPark simply does more than anyone else". This is the reason why we have many municipal contracts that are in their third, fourth and even fifth terms. Roanoke, Wilmington and Ann Arbor are just a few of our larger government clients who have been long time clients.

Our approach is premised upon balancing the parking needs of the City amidst the often-competing interests of businesses, restaurants, merchants, employees, visitors and residents seeking to gain convenient access to available parking spaces throughout the City. AmeriPark knows enforcement is the backbone of any implemented parking solution. AmeriPark has locations all through-out North America. We know effective parking enforcement operations require experienced management with enough resources and reporting to monitor the day to day performance of staff.

## LEADING THE WORLD IN MUNICIPAL PARKING

**100+ Municipal Operations**

**500+ Municipal Facilities**

**300,000 Municipal Parking Spaces**

**2.3 Million in Municipal Parking Citations**

**\$20M+ in Company EBITDA**

Much of our success in enforcement is because of our dedicated team of Municipal Subject Matter Experts (SME). The team is comprised of AmeriPark's Municipal SME's, and our California-based operations professionals (CAPP's, CPP's, RVPs, EVPs etc.), as well as our OP/EX team and Audit Department. This dynamic group of parking professional work collaboratively, share wisdom and help inspire to collectively optimize each client success in all present and future parking endeavors.

Our footprint is nationwide allowing for AmeriPark to identify best practices with regards to enforcement and share those best practices with clients.

## References

AmeriPark delivers our parking operation services to over 100 municipal partners across North America. Of great pride to AmeriPark is that our high rate of client retention through public-sector contract renewals and extensions has allowed us to become the largest and most respected municipal parking operator in the United States issuing over 2.3 million public citations annually.

A sample listing of our Urban Municipal contracts is shown in the chart below.

Urban Municipal Clients	Commencement Date	Garage Management	Surface Lot Management	Total Parking Facilities	Meter Collections	Meter Maintenance	Enforcement	Total Meter Spaces	Total Parking Spaces
Massachusetts Bay Transit Authority	2017	10	91	101			Y		48,131
City of Lincoln, Nebraska	2004	13	6	19	Y	Y	Y	2,450	12,277
City of Omaha, Nebraska	2013	7	1	11	Y	Y	Y	4,154	9,358
City of Pensacola, Florida	2011	2	14	16	Y		Y	2,799	8,737
City of Ann Arbor, Michigan	2001	8	5	13	Y	Y		2,208	8,222
City of Virginia Beach, Virginia	2015	8	10	18			Y	682	7,100

Urban Municipal Clients	Commencement Date	Garage Management	Surface Lot Management	Total Parking Facilities	Meter Collections	Meter Maintenance	Enforcement	Total Meter Spaces	Total Parking Spaces
City of Cedar Rapids, Iowa	2009	7	12	19	Y	Y	Y	1,200	6,848
City of Hartford, Hartford Parking Authority	2012	0	5	5	Y	Y	Y	5,000	5,475
City of Durham, North Carolina	2015	5	11	16	Y	Y	Y	1,100	4,950
City of Chattanooga, Tennessee (CARTA)	1997	3	7	10	Y	Y	Y	2,500	4,846
City of Medford, Massachusetts	2014	0	6	6	Y	Y	Y	1,200	4,500
City of Lexington, Kentucky	2008	4	0	4	Y	Y	Y	1,231	3,300
City of Waterloo, Iowa	2015	4	4	8	Y	Y	Y	516	2,225
City of Charlotte, North Carolina	2014	0	0	0	Y	Y	Y	1,416	1,416
Lauderdale by the Sea, Florida	2015	0	3	3	Y		Y	1,400	1,400
City of Ferndale, Michigan	2014	0	14	14	Y	Y	Y	320	1,250
City of Lawrence	2017	0	0	0	Y	Y	Y	935	935

Listed below are a sampling of references from our public sector agencies where we perform enforcement services.

#### Reference #1 – Hartford Parking Authority (HPA)

Agency Name:	City of Hartford, CT
Contact & Title:	Mingo Gomes, CEO
Contact Phone and Email:	860-757-0725   Mingo.gomes@hartfordparking.com
Contract Start Year:	2017
Facts:	<ul style="list-style-type: none"> <li>• 1,800 Parking Spaces</li> <li>• 63,700 Parking Citations Issued Annually</li> <li>• Utilize LPR for enforcement</li> <li>• Implemented technology upgrades allowing officers to work from a single system</li> <li>• Improved efficiency of enforcement teams – delivering more citations in less time and with fewer errors</li> <li>• Enhanced public satisfaction with parking enforcement</li> <li>• Reducing public complaints</li> <li>• Boosting employee morale</li> </ul>



### Reference #2 – Chattanooga Parking Authority

Agency Name:	City of Chattanooga, TN
Contact & Title:	Brent Matthews, Director of Parking
Contact Phone and Email:	423-421-3476   brentmatthews@gocarta.org
Contract Start Year:	2012
Facts:	<ul style="list-style-type: none"> <li>• 2,700 Parking Spaces</li> <li>• 66,200 Parking Citations Issued Annually</li> <li>• Implemented electronic citation issuance solution</li> <li>• Improved efficiency of enforcement teams – delivering more citations in less time and with fewer errors</li> <li>• Utilize LPR for enforcement</li> <li>• Citation issuance increased by 32%</li> </ul>

### Reference #3 – City of Newport Beach, CA

Agency Name:	City of Newport Beach, CA
Contact & Title:	Evelyn Tseng, Revenue Manager
Contact Phone and Email:	949-644-3127   ETseng@newportbeachca.gov
Contract Start Year:	2018
Facts:	<ul style="list-style-type: none"> <li>• 4,082 Parking Spaces</li> <li>• 40,000 Parking Citations Issued Annually</li> <li>• Provide 27/7 Enforcement including call center for public inquiries</li> <li>• Joined Chamber of Commerce and other local associations to provide a positive experience within the community</li> <li>• Utilize LPR for enforcement</li> <li>• Created and implemented residential parking program</li> <li>• Provided more transparency to the parking program</li> </ul>

### Reference #4 – Park & Go Lincoln Parking

Agency Name:	City of Lincoln, NE
Contact & Title:	Wayne Mixdorf, Parking Manager
Contact Phone and Email:	402-441-6097   wmixdorf@lincoln.ne.gov
Contract Start Year:	2004

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Facts:

- 2,400 Parking Spaces
  - 95,000 Parking Citations Issued Annually
  - Utilize LPR for enforcement
- 

## Organizational Structure

AmeriPark leads the industry with over 100 active municipal partnerships across Canada and the United States. Today, we deliver our innovative parking enforcement services to cities like Cedar Rapids - IA, Virginia Beach - VA, Omaha - NE, Tacoma - WA, Charlotte – NC, Lawrence -MA, etc. AmeriPark's Operation Plan for Rialto will focus on exemplary customer service and implementing a parking program for the duration of the agreement. From the outset of deployment planning our team will provide your staff with detailed timelines for every agreed upon deliverable. AmeriPark's experience with your team demonstrates our ability to meet or exceed operational expectations on behalf of the City of Rialto.

Our staff is the backbone of our company. We realize that an outsourced enforcement operation is only as successful as the people who operate it. Therefore, we've developed a department dedicated to the Training, Organization & Development of all AmeriPark employees, present and future. AmeriPark believes in an on-going Human Resources process. The Training, Development & Education model we use is a progressive model designed to help motivated individuals set a path for their growth and development. New and existing employees are trained through efforts at the local-level and national-level.

AmeriPark's staff retention efforts will include our Tiered Position Training and Apprenticeship program. AmeriPark will utilize a financial incentive program for our staff to reward quality work, extra effort and promote longevity. Each employee/position will be given a set of performance standards that will be measured quarterly with a score being assessed. The better the employee performs, the more opportunity they will have to earn a bonus payment. And of course, the employee has to remain employed to earn their bonus!

## Key Personnel

Our team has the most experience of any in parking operator. We are well prepared to deliver on this project and have the resources to do so. Below are the biographies of the key management staff that will be directly involved in the project.

## Local Team



**Jeff Miller**

**Executive Vice President**

With over 33 years in the professional parking and transportation industry, Jeff is highly qualified to provide the experienced oversight necessary to secure the success of all types of parking operations. As Executive Vice President, he leverages his industry expertise to provide support, consulting, and guidance to operations staff in order to enhance efficiencies and profitability of parking operations and promote client satisfaction. He also has significant experience in transportation management, including national DOT compliance fleet procurement; development and implementation of new technology, such as PARCS; workforce management, GPS, people-counters and API's. Jeff is an active member of a number of local, national, and international business associations, including the National Parking Association, the International Parking Institute, BOMA Greater Los Angeles, and Central City Association. He is also an executive board member of the Los Angeles Parking Association. Jeff is a Certified Parking Facility Manager, Certified Parking Professional and holds an Air Quality Management District Certification.



**Marco Pacheco**

**Manager of Operations**

Marco began his career in the parking industry over 34 years ago as a division manager with System Parking. He then consistently progressed in his career to become an operations manager with Central Parking System and later a senior operations manager with ABM Industries. Marco joined Republic Parking's team earlier this year to manage the operations of our Southwest and Phoenix, Arizona, clients.

Marco holds a bachelor's degree in Business Administration and Business Management from California State Northridge and West Coast University, respectively. He also holds diplomas from the Universidad de Guadalajara for History of the Mexicas and Mexico — California History. NASA utilized his extensive knowledge of Mayan history for the "Calendar in The Sky" project from 2008 to 2013. Marco also volunteers as an Ambassador with the American Red Cross.



**Erik Garcia**

**General Manager**

Erik Garcia began his career with AmeriPark in 2012 as a valet attendant at Santa Monica Place in his hometown of Santa Monica. Erik has worked as a Valet Manager, Operations Manager and Senior Operations Manager at an array of prominent locations throughout California. Erik has gained experience and knowledge in virtually every facet of the parking industry.

His diverse background includes controlled-parking, valet, traffic-control, and shuttle operations in various markets such as retail centers, hospitals, casinos, condominiums, and airports. Erik has been



largely instrumental to the growth of the company in the Bay Area in recent years. Erik's current role as regional manager sees him responsible for operations in Northern California, Oregon, and Washington. His current duties include:

- Recruiting, hiring, and training
- Building and maintaining client relationships and satisfaction
- Reviewing and analyzing financial statements
- Implementing changes to maximize profits and operational efficiencies
- Maintaining and improving standard operating procedures

## Subject Matter Experts (SME)

AmeriPark's Municipal Division is led by our team of Subject Matter Experts with a combined sixty plus years of parking management experience and expertise. Our SME's provide leadership and support for our operating teams in the field who service our municipal clients. Jack Skelton, Laura Lierz, Isaiah Mouw, Brian Scoggins and Rafael A work directly with our municipal clients to develop and design a parking program that best meets the specific needs for each city. Our SME's have a wealth of experience in all aspect of municipal parking, including all areas of off-street and on-street operations.





## **Jack Skelton, CAPP**

### **Executive Vice President, Municipal Division–Technology**

Jack Skelton, CAPP is an Executive Vice President in the firm’s Municipal Division. Jack has over twenty-five (25) years of parking management experienced focused on municipal parking. He has worked with cities of all sizes across the United States on both off-street and on-street parking programs. Jack received a BA from the University of Minnesota and his JD from Hamline University. Jack has transitioned and overseen some of the largest municipal parking systems in the United States. Jack has earned his CAPP accreditation from the International Parking Institute.



## **Laura Lierz, CAPP**

### **Vice President of Municipal Technology**

Laura Lierz, CAPP (Certified Administrator of Public Parking through the International Parking and Mobility Institute and the University of Virginia), joined the firm in 2019 as Vice President of REEF PARKING’s dedicated Municipal Parking Division that serves the company’s public-sector clients exclusively. Laura has more than twenty-six (26) years of experience in the parking industry and has acted in a variety of professional capacities. Laura began her parking industry career as an event attendant at the University of Colorado Boulder. She went on to manage Events and Enforcement, special projects, summer conference sales and supporting the parking management system. She transitioned to private sector where she spent the next 19.5 years at T2 Systems in multiple roles including support, account management, business development and operations. Under operations, Laura developed and managed the lead generation and product consultant teams. Laura transitioned to Cale America in 2015 where she was responsible for account management and business development. Laura is a founding member of NWPA (now known as PIPTA) and currently serves as PIPTA Chair. Laura has a passion for parking and has presented on a variety of topics at IPMI and State and Regional Associations



## **Isaiah Mouw, CAPP, CPP**

### **Vice President, Municipal Operations**

Isaiah Mouw, CAPP, CPP, LEED GA, has worked in the parking industry for 11 years, and has managed nearly every facet of parking management in a municipal setting. As Vice President of Municipal Operations, Isaiah supports the Municipal Division that serves the various brands within the family of brands.

An industry Ambassador and frequent public speaker and author, Isaiah serves on the International Parking and Mobility Institute’s Advisory Council as a member of the Technology Committee, and also serves on the Board of Directors for the IPMI CAPP Board. Isaiah was recently recognized as the 2019 IPMI James M. Honeycutt Parking Professional of the Year!

## Transition Team



**Cheryl LaFoy**

**Director of Transitions**

Cheryl LaFoy joined Citizens Parking as Director of Transitions in 2018. She oversees transitions for new and existing business across the country. Her role is to provide guidance both internally and externally through the transition from the finalization of deals to opening day and through the start of full-fledged operations management. A logistics specialist with more than nine years of experience in operations and six years leading and managing staff on various levels, LaFoy joined Citizens after serving as the Vice President for Business and Event Operations for the WNBA's Atlanta Dream for three seasons. In her role with the Dream, she managed the entire business component of the organization, which included oversight of ticket sales, corporate partnerships, finance, marketing, event operations and human resources. Prior to her work in professional sports, LaFoy spent over a decade in operations management at Georgia Tech.

Cheryl graduated from Georgia Tech in 2002 with a B.S. degree in Industrial and Systems Engineering and is also a 2015 graduate of the Sports Management Institute (SMI). She has previously served as a committee member for the East Lake Women's Foundation and the Staff Council, Event Logistics Committee and Parking & Transportation Advisory Committee at Georgia Tech.



**Tracy Notte**

**Chief Human Resources Officer**

Tracy Notte joined Republic Parking through the Lanier Parking brand in February of 2016, as Vice President of Human Resources. She was quickly promoted to Senior Vice President of Human Resources for Citizens Lanier Holdings in May of 2016 overseeing the HR Departments of Lanier, AmeriPark and Park One. In 2017 Tracy was promoted to Chief Human Resources Officer for Citizens Parking. Her career includes multi-site, multi-state HR support for national retailers: Michael's the Arts and Crafts Stores, PetSmart and Advance Auto Parts. Tracy earned her Bachelor of Science in Agricultural Economics from the University of Georgia. She has an S.H.R.M - SCP certification from the Society for Human Resource Management and a C.P.C. certification from the National Association of Personnel Consultants. In 2018 Tracy was elected to the Board of Directors for Women in Parking for a 2-year term.



## **Jan Veal**

### **Director of HR & National Learning & Development Director**

Jan Veal has a M.Sc. degree in industrial organizational psychology from the University of Tennessee at Chattanooga and over 25 years of professional experience in diverse human resource settings and educational environments. Jan joined Republic Parking in 2006 as a human resource specialist and was promoted to director of human resources in March 2011. She also serves as the national learning and development director for Republic Parking employees throughout North America, providing advice and consultation to management regarding all training programs. As Republic Parking's human resources director, Jan provides support, training, and consultation to over 2,800 hourly and management staff members.



## IMPLEMENTATION PLAN

AmeriPark's transition process is systematic and methodical. As soon as the Parking Enforcement Service contract is awarded, AmeriPark's Transition Team will meet with AmeriPark's Senior Management, SMEs and OPS team to discuss the Scope of Work, understand more details and any Rialto's concerns, and begin execution of the Checklist. The checklist will be tracked through an electronic project management tool (a GANTT Chart). A timeline for completion of the Rialto transition will be developed based on the lead-time given prior to start-up. Transition Team Meetings will be held weekly, with the Checklist and Timeline updated regularly to share information with all parties, including Rialto.

### FUNDAMENTAL ELEMENTS & PROCESSES

AmeriPark shall DRAFT for the City's review and approval, a tiered Transition Plan that covers all aspects of ensuring a seamless transition for the City's management program. AmeriPark's team members will begin implementing that Plan under the direction of Cheryl LaFoy, AmeriPark's Director of Transitions. We will work closely with the City in a timely and methodical manner to develop an informative public relations strategy that will launch prior to rolling out the subject parking program.

The Transition Process starts with the notification that we will assume management of the City's parking program. At that point, our Director of Transitions, Cheryl LaFoy, will convene the Transition Team into a series of meetings and communications to ensure that no item is overlooked. Local staff will:

- Order necessary parking technology solutions
- Define needs for supplies, parking tickets, signage, and other miscellaneous items for advance ordering
- If necessary, adjust staffing levels and scheduling of hourly staff
- Meet routinely with City Staff

On the first day of operation, and perhaps even the first week should the City deem appropriate, additional management support will be on hand to greet arriving parkers to ensure efficiency and provide support to the hourly staff as they perform their new job duties.

We will also observe and coach hourly staff to ensure exceptional service. At the City's request, we can host opening day activities to include light breakfast items, giveaways, bottles of water etc., for the City's patrons.

### City of Rialto Implementation Plan (60 Days from Go Live Date)

We will supply a seasoned parking veteran as the General Manager for the City's operation. He or she will work side-by-side with Marco Pacheco (Regional Operations Manager) and Erik Garcia (Regional Manager) and Isaiah Mouw (Vice President of Municipal Operations), learning all facets of the City's operation. The team will focus on the goals for the City and our Company as its Operator, as well as develop customized orientations for our frontline team. Together, alongside our Transition Team, our General Manager will work collaboratively with the City on the following items and tasks within the first sixty (60) days after the award.





## City of Rialto Implementation Plan (30 Days from Go Live Date)

Each AmeriPark Enforcement Ambassador will obtain all required training from the County, the State, and AmeriPark. This is mandatory for any personnel who will be writing parking violations and all costs are covered under AmeriPark's operating budget. The course not only covers the statutes that are needed for parking enforcement in California, it also covers subjects like safety, booting, customer service and courtesy, modern technology, recent changes in the law, professional appearance and the history of parking and why it is necessary for most municipalities to function. It will cover subjects such as how to look for violations, and special event parking and on-street parking are all covered in this class course.

A typical AmeriPark transition involves several members of our corporate, operational, and executive staff. Each member of the Transition Team has a defined role from the time the contract is signed, through the first week of operation and even for a period thereafter. It is important to AmeriPark that every employee be trained to the fullest in order to support the growth of the operation and respect the tight controls in place.

## City of Rialto "Startup Day/Opening Day"

On the first day of operation at the new location, additional management support will be on hand to greet arriving parkers to ensure efficiency and provide support to the hourly staff as they perform their new job duties. We will also observe and coach the hourly staff to ensure exceptional service.

Additional management team members are on-site during the first week of operation to perform back-of-the-house training and ensure functions (billing, office management, etc.) operate smoothly and efficiently. Additional on-the-job training is provided for staff as questions arise during actual operation.

As always, national support is available to location management to handle any issues that may arise.

## Transition Plan

Our planned pre-transition and opening guidelines are listed below, and subject further to input from Rialto. We reverse-engineer the plan to ensure we meet timelines and project milestones.

Time Required	Project Preparation Activities
Immediately following contract award and counting back	<ul style="list-style-type: none"><li>• Introduce implementation team.</li><li>• Meet with senior staff regarding management personnel and other key employees.</li><li>• Finalize signage, operating plans, and equipment installation.</li><li>• Assist <b>Rialto</b> with developing and implementing an effective public relations strategy to ensure successful rollout of the project.</li><li>• Conduct progress and feedback meeting with <b>Rialto</b>.</li></ul>
4–3 weeks	<ul style="list-style-type: none"><li>• Initiate recruitment for all staff.</li><li>• Meet with <b>Rialto</b> regarding proposed employees.</li><li>• Commence preparation of standard operating procedures (SOPs).</li><li>• Conduct progress and feedback meeting with <b>Rialto</b>.</li></ul>

3 weeks	<ul style="list-style-type: none"> <li>• Interview existing or transferable employees.</li> <li>• Review resumes from external candidates.</li> <li>• Review office furniture and equipment requirements.</li> <li>• Meet with all subcontractors (as required) and confirm service contracts (equipment, etc.).</li> <li>• Conduct progress and feedback meeting with <b>Rialto</b>.</li> </ul>
2 weeks	<ul style="list-style-type: none"> <li>• Conduct interviews with field staff candidates.</li> <li>• Send offers of employment to successful field staff candidates.</li> <li>• Meet with <b>Rialto</b> regarding reporting requirements.</li> <li>• Commence preliminary office staff training.</li> <li>• Meet with subcontractors.</li> <li>• Conduct progress and feedback meeting with <b>Rialto</b>.</li> </ul>
1 week	<ul style="list-style-type: none"> <li>• Conduct orientation training on systems and procedures for field staff.</li> <li>• Confirm staffing schedules.</li> <li>• Issue uniforms to staff.</li> <li>• Meet with subcontractors.</li> <li>• Conduct progress and feedback meeting with <b>Rialto</b>.</li> </ul>
Start of contract under AmeriPark	<ul style="list-style-type: none"> <li>• Commence operation under new management.</li> <li>• Complete installation of telephone.</li> <li>• Commence review of operations for recommendations.</li> <li>• Train and assess field staff.</li> <li>• Commence weekly meeting with <b>Rialto</b>.</li> </ul>
+1–30 days	<ul style="list-style-type: none"> <li>• Implement changes to procedures (as required).</li> <li>• Field staff assessment and field training.</li> <li>• Commence 30–60-day review/report of existing operation.</li> <li>• Conduct initial customer survey (as required).</li> <li>• Meet with <b>Rialto</b> to review progress.</li> </ul>
45 days after transition	<ul style="list-style-type: none"> <li>• Present first financial statement.</li> <li>• Commence monthly meetings.</li> </ul>

## OPERATIONS PLAN

### Proposed Office

AmeriPark can establish an office location within the City limits of Rialto. AmeriPark staff will work directly out of this location. Meetings between the City and AmeriPark can be held at our office location. The AmeriPark local office will act as command center for all parking enforcement operations including but not limited to shift start, daily briefing, equipment check, daily shift reports, equipment check-in, end of shift debrief, and end of shift. A breakroom is also included for staff breaks.

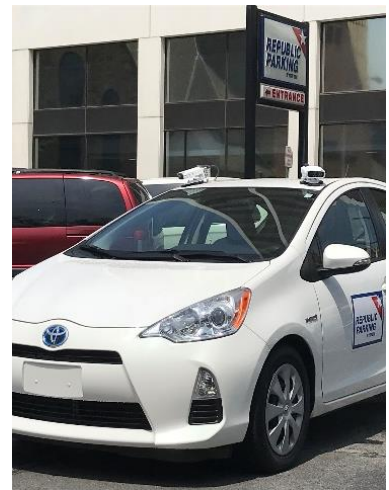
Alternately to keep costs to a minimum, the City can provide office space for the AmeriPark staff.

### Proposed Vehicle Fleet

AmeriPark will deploy the Toyota Prius as our enforcement vehicle. The Toyota Prius is a proven reliable vehicle for this enforcement contract. We will deploy one of the Toyota Prius for this contract.

The vehicle can be equipped with the license plate recognition systems. A Toughbook laptop will be installed on as secure mount in each of the vehicles. The LPR cameras will be professional mounted to the exterior of the vehicles and positioned in the optimal locations to maximize effective plate reads.

We would like to “enhance the visibility of parking enforcement”. We are visualizing using a consistent paint color for all our program vehicles with clear graphics identifying them as “Enforcement Vehicles”. Each vehicle will be equipped with safety lighting systems to protect against collision incidents.



Alternately to keep costs to a minimum, the City can provide the vehicle for the AmeriPark staff.

### Safety Technology

Each vehicle in our fleet will be tracked using GPS technology allowing us to know exactly where each vehicle is located at any time. We will use the GPS reporting system to allow us to document routes and to ensure that we are meeting the expected street coverage for the City.

Each vehicle will be equipped with an additional safety dash board camera system that will record incidents that may occur while in operation. In the event of a motor vehicle accident the cameras will record the event and document what actually occurred. The dash board camera systems will trigger recordings for impacts, sudden stops or acceleration and can be triggered by the employee should an incident occur with a customer.

## Fleet Maintenance & Repair

AmeriPark understands the importance maintaining an operating fleet of vehicles for this contract. We will employ a designated mechanic to perform routine maintenance and repairs on our vehicles. All repairs and maintenance work will be logged and available to the City for complete transparency.

The fleet maintenance plan will include a monthly record of maintenance performed on each vehicle by Date, Unit number, Vendor, maintenance performed, and cost. A vehicle inspection log is incorporated in the Officer Daily Log to document daily vehicle inspections. Parking enforcement representatives and supervisors are responsible for daily inspections of the vehicles and supervisors are responsible for weekly vehicle maintenance inspections.

Vehicles are inspected before and after shift by the supervisor and ambassador assigned to the vehicle for the shift.

Bicycles may also be provided when it does not make sense to use a vehicle to perform enforcement duties.

### RPS - DAILY VEHICLE INSPECTION SHEET - 2017

Driver \_\_\_\_\_

Date \_\_\_\_\_

Vehicle \_\_\_\_\_

Mileage Out \_\_\_\_\_

Gas (enter amount) \_\_\_\_\_

Mileage In \_\_\_\_\_

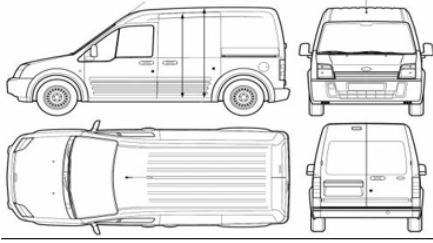
Comments: \_\_\_\_\_

**ANY new damage MUST be brought to the on-duty Manager's attention IMMEDIATELY.**

The items on this inspection sheet will be checked daily. A separate sheet should be filled out for each vehicle driven. Example: If you drive Truck #1 and switch over to Truck 2 during the day, 2 inspection sheets should be filled out for that day. These forms are due daily. Place an X by any item that needs attention. Place a check mark by the rest. Any discrepancies will be noted on the bottom of this sheet. Inspection time shall not exceed **5 MINUTES**.

<input type="checkbox"/> Ignition Key / Door Locks	<input type="checkbox"/> Horn
<input type="checkbox"/> Visual Inspection for Leaks under Vehicle	<input type="checkbox"/> Strobe Light
<input type="checkbox"/> Check Engine Compartment for Leaks	<input type="checkbox"/> Heater/Defroster
<input type="checkbox"/> Oil Level	<input type="checkbox"/> Windshield Wipers/Washers
<input type="checkbox"/> Washer Fluid Level	<input type="checkbox"/> Exterior Lights
<input type="checkbox"/> Coolant Level	<input type="checkbox"/> Interior Lights
<input type="checkbox"/> Power Steering Fluid Level	<input type="checkbox"/> Mirrors for Damage and Proper Adjustment
<input type="checkbox"/> Transmission Fluid Level	<input type="checkbox"/> Fuel Level (Should Not be Less Than 1/4 Tank)
<input type="checkbox"/> Check Tires for Wear and Proper Visual Pressure	

**INDICATE "NEW" VISIBLE DAMAGE ON THE PICTURES BELOW:**



The following **NEW** discrepancies were noted: \_\_\_\_\_

Manager / Corrective Action Taken: \_\_\_\_\_

Operator's Signature: \_\_\_\_\_ Manager Signature: \_\_\_\_\_

## Parking Technology Equipment

### License Plate Recognition

If LPR is desired by the City, AmeriPark recommends using industry leading Genetec as the License Plate Recognition (LPR) technology provider. AmeriPark has successfully deployed Genetec's LPR technology in over thirty municipal enforcement and immobilization programs over the past decade. Genetec has proven to be a highly effective and reliable solution with industry best plate read rates. Their system has been adaptable and easily integrated with other hardware and software technologies. Genetec is constantly improving their software systems and LPR camera technology to enhance the effectiveness of their product. As our industry has seen more and more custom license plates, vanity plates and the use of symbols in license plates Genetec has been improving their system to read and capture these unique plates.



## Specialized ALPR Intelligence at the Edge

The AutoVu™ SharpV is an all-in-one specialized automatic license plate recognition (ALPR) device which combines two high-definition cameras with onboard processing and illumination in a ruggedized, environmentally sealed unit. Whether monitoring parking or augmenting security, the SharpV is built to read license plates and stream contextual video simultaneously within Security Center.



The AutoVu™ automatic license plate recognition (ALPR) system automates license plate reading and identification, making it easier for law enforcement and for municipal and commercial organizations to locate vehicles of interest and enforce parking restrictions. Designed for both fixed and mobile installations, the AutoVu system is ideal for a variety of applications and entities, including law enforcement, municipal, and commercial organizations.



## High-Performance Compact ALPR Camera

The SharpX is an IP-based automatic license plate recognition (ALPR) camera designed for demanding mobile and fixed applications. With its small form factor, high resolution, and integrated illumination, the SharpX captures more license plates in a variety of conditions and at high speeds. Supporting up to four cameras connected to a single external processing unit, the SharpX ensures maximum coverage and the highest degree of accuracy in parking and law enforcement applications.



The AutoVu ALPR system offers features that heighten accuracy and increase operator efficiency. In addition, ALPR reads are augmented with context images, time stamps, and GPS coordinates and can include wheel images for strict time-limited parking enforcement. By providing this contextual data, the AutoVu system helps resolve investigations faster and reduces ticketing disputes.

*Plate Origin Recognition\** AutoVu recognizes the origin of read license plates, allowing customers with mission-critical security requirements further validate the identity of a vehicle entering their installations, while retail and gaming establishment users can track out-of-state customer shares over time and identify growth opportunities.

*Vehicle Make Recognition\** AutoVu identifies the brand of detected vehicles, enabling visual validation of vehicles on high-priority lists and increasing the precision of searches and investigations.

Centrally control and restrict access Avoid updating multiple lists by managing access rules on a single system. A unified system lets you rest assured that once you modify an individual's access rights, they change across the entire facility.



## Multi Space Meters

AmeriPark and its affiliates account for more than \$2.0 Billion in annual parking revenues. Among other integrated platforms that are part and parcel of various meter manufacturers' back-end systems, AmeriPark uses an integrated, computerized accounting system and accompanying revenue control protocol that account for all revenue, payroll, accounts payable, location and contract management and reporting functions.

AmeriPark's stringent revenue control platform and corresponding procedures ensure that our Management Personnel and front-line team members have individual accountability for their work. In addition, Revenue Control for the City's operations will be assured through:

- Proper training and review of employees
- Consistent supervision both on-site and off-site
- Institution of comprehensive equipment and maintenance programs
- A system of records designed to create an audit trail
- Site specific training directly from the pay station manufacturer

There are a variety of multi-space pay stations available for purchase today. AmeriPark has found two (2) pay station models that are reliable and work well in all-weather environments.

- T2 Digital LUKE II
- Flowbird CWT Touch



# Multi-Space Pay Station

## For On- and Off-Street Parking Environments

Public and private parking operators are realizing the benefits of multi-space pay stations: increased revenue, reduced operational costs, and superior customer service, to name just a few. Consumers also enjoy the added convenience, diverse payment options, and ease of use provided by pay stations. The LUKE II pay station is highly secure, flexible, and suitable for both on- and off-street deployments. LUKE II fulfills customer service expectations and delivers superior performance and significant contributions to operators' top and bottom line.

### LUKE II Features for Consumers

- Range of convenient payment options, such as coins, bills, credit cards, smart cards, passcards (value cards, campus cards), coupons, and Pay-by-Phone services
- Contactless payments for rapid parking transactions
- Extend-by-Phone service provides expiry reminders and the ability to add time via mobile phone
- Large color screen that is easy to read
- Prompts in multiple languages
- Ability to pay for parking or add time using any pay station in the system
- Coin escrow refunds consumers' money upon a cancelled transaction
- 38-key full alphanumeric keypad for easy license plate entry
- Easily recognizable design identifies machine as a parking pay station

### LUKE II Features for Parking Operators

- Separate maintenance and collections compartments for enhanced security
- Theft-resistant design to protect coins, bills, and internal components
- Enhanced locking mechanism and electronic lock support for added security
- PCI compliant and PA-DSS validated system ensures credit card data security
- Pay-and-Display, Pay-by-Space, and Pay-by-License Plate on the same pay station
- Remote configuration of rates and policies saves time and money
- Integration with leading parking technology partners for a complete solution
- Flexible rate structures and diverse payment options can increase revenue
- Reduced maintenance and collections costs
- Real-time credit card processing to reduce processing fees and eliminate bad debt
- Real-time reporting and alarming
- Complete audit trail and rich analytics







## LUKE II Specifications

Cabinet:	12-gauge cold rolled steel protected with an anti-corrosion coating
Payment Options:	Coins, bills, credit cards, contactless payments, smart cards, value cards, campus cards, coupons, Pay-by-Phone services. Coin escrow optional
Card Reader:	Cards are not ingested – no moving parts. Reads Tracks 1, 2, and 3 of all magnetic stripe cards conforming to ISO 7810 and 7811. Reads and writes to chip-based smart cards conforming to ISO 7810 and 7816
Bill Stacker:	1,000-bill capacity (U.S. only)
Printer:	2" receipt width
Display:	Color backlit LCD with 640 x 480 resolution
Keypad:	38-key alphanumeric with tactile buttons
Locks:	Can be re-keyed twice without removal of lock cylinder. Electronic locks optional
Access:	Separate compartments for maintenance and collections
Communications Options:	GSM/GPRS, CDMA, Ethernet
Environmental Requirements:	-40°F to +140°F (-40°C to +60°C)* Relative humidity: up to 95%
Power:	120 V AC. Slimline solar panel optional
Operational Modes:	Pay-and-Display, Pay-by-Space, Pay-by-License Plate
Multilingual Support:	Up to four languages using roman or non-roman characters
Audible Alarm:	Senses shock and vibration
Color:	Charcoal gray. Additional colors optional
Standards:	UL/CSA approved, ADA compliant, PCI compliant, PA-DSS validated

\*using separately purchased heater/insulator option. Low end of range is -4°F (-20°C) ambient without heater/insulator option

## Think Technology. Think Solutions. **Think T2.**



Since 1994, T2 Systems has been providing the parking industry with solutions that meet the ever-changing needs of parking managers and parkers alike. T2's unified parking management platform combines quality products and services with a commitment to thought leadership and strong customer relationships. T2's intelligent platform of Solutions-as-a-Service (SaaS)—including enforcement, permits, payments, PARCS, event parking and real-time parking availability—is trusted by over 1,000 organizations in the United States and Canada, including universities, cities, towns, private operators, and airports.

For additional information about T2 Systems, Inc. products and services, visit [www.T2systems.com](http://www.T2systems.com).

800.434.1502 | [T2systems.com](http://T2systems.com)

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# CWT Multi-Use Kiosks

MORE THAN A PAY STATION



# Technical Specifications

## KEY HIGHLIGHTS



COLOR TOUCH  
SCREEN OPTION



STAINLESS STEEL -  
CORROSION RESISTANT



MODULAR  
DESIGN

GENERAL DESIGN	
MATERIAL	304 stainless steel; Powder coated with anti-graffiti design
SIZE	(HxWxD) 61.22" x 16.42" x 15.35"
WEIGHT	229 pounds
TEMP/HUMIDITY	0 °F to 140 °F (-31 °F with main heater)/ Up to 97% humidity
COLOR	Standard - Black (Custom colors and wraps also available)
COMPLIANCE	EN 12414, CE, FCC, ISO 9001, ISO
USER INTERFACE	
LIGHTING	Front face lighting option available
DISPLAY OPTIONS	<ul style="list-style-type: none"> <li>9" Color Touch Screen</li> <li>7" Color Display</li> <li>6.6" Monochrome Display</li> </ul>
LANGUAGE	Multiple languages supported
KEYPAD (for non-Touch Screen models)	<ul style="list-style-type: none"> <li>4 software-controlled buttons below the display</li> <li>Piezo keypad and buttons (Alphanumeric keyboard with up to 48 buttons)</li> </ul>
PAYMENT OPTIONS	
COIN PAYMENT	<ul style="list-style-type: none"> <li>Up to 16 coins/tokens, three switch controlled, reprogrammable</li> <li>Mechanical coin slot shutter with inductive loop</li> </ul>
BANK NOTE PAYMENT	4-way note insertion; single bill escrow
CARD PAYMENT	Magnetic stripe, EVM chip card, and contactless card acceptance
OTHER	Cashless configuration available
COLLECTION	<ul style="list-style-type: none"> <li>Electronic lock option</li> <li>Coin canister capacity: 2,600 quarters</li> <li>Bill stacker capacity options: 500 or 1,000 notes</li> </ul>
POWER SUPPLY	<ul style="list-style-type: none"> <li>Battery (12 V DC)</li> <li>Solar (12 V, 13.6 W)</li> <li>Mains (230 V/115 V AC)</li> </ul>
SECURITY	<ul style="list-style-type: none"> <li>4 point locking system</li> <li>Cash vault: 0.24" hardened steel, drilling protected locking latches</li> </ul>
TICKET	<ul style="list-style-type: none"> <li>Thermo-electric printer, graphics supported, landscape or portrait.</li> <li>Paper Roll: 2.95" - 5.90" Length, 2.24" Width; 3,000 per roll for 4" tickets</li> </ul>
COMMUNICATIONS	GPRS, 3G LAN Supported, 4G Supported
REMOTE MANAGEMENT	Connected to Flowbird back-office suite; rates are remotely configurable

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DUE TO CONTINUAL PRODUCT DEVELOPMENT, SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

## Citation Issuance and Processing

The City must follow the California Vehicle Code for issuing and processing citations. AmeriPark will work with the City to identify a citation issuance and processing company that complies with the California Vehicle Code but also has a reputation for great custom service. AmeriPark will provide enforcement officers to issue warnings and citations and also manage a boot/tow process for vehicles who are parked illegally (such as a red curb) or have achieved scofflaw status.

## PATH

Parking administrations struggle to effectively manage Intelligent Transportation Systems (ITS) data from stand-alone reporting platforms such as parking sensors, mobile payments, PARCS, pay stations, LPR equipment, enforcement systems, and digital permitting. To meet their immediate reporting needs, many teams resort to using antiquated management tools like spreadsheets to sort, standardize, and evaluate the valuable data gathered from multiple systems and vendors.

PATH platform is a customizable ITS back-office system powered by REEF Technology and IBM Watson. Developed in close partnership with parking industry leaders and IBM data engineers, PATH creates innovative and customizable workflows for all of your ITS data aggregation, tracking, and evaluation needs.



## Uniforms

AmeriPark will outfit staff with the proper uniforms and enforcement equipment such as radios, vents, flashlights, etc. AmeriPark understands that appearance is an important part of the impression our customers have of us and our clients. Therefore, AmeriPark's uniform program and grooming guidelines for our employees help present a neat, clean, and professional image.

All staff will be issued jackets and hats for inclement weather. Staff will be provided with photo identification, name tags, and badges that clearly state AmeriPark and the staff person's name. Uniform attire typically includes





uniform shirts and dark blue trousers, name badge, flashlights (night officers), traffic safety vest, rain gear, baseball cap with “Parking Enforcement” embroidered on the cap.

## Staffing Plan

### General Manager

The General Manager ensures the safe and efficient parking operations while delivering service that exceeds our customer’s and client’s expectations. The General Manager is responsible for the day-to-day aspects of operating the parking operation including staff management, reporting, and resident and client relations. The General Manager will be the person who will be the 1st to respond to any communication from Rialto.

- Primary Client Contact
- Support City Leadership
- Develop & Maintain Relationships with Merchants & Business Leaders
- Supervise Entire Operation
- Quality Assurance of the Operation
- Prepare Special Client Reports (Utilization Reports, Capital Expense Plans, Budgeting, Marketing Plan, etc.)
- Review & Approve All Client Reporting
- Monitor & Implement Employee Training Programs
- Coordinate Corporate Support with Regional Director
- Monitor All Sub-Contractor Services & Relationships

### Parking Enforcement Officers

Full and part-time parking ambassadors enforce the City’s parking regulations. The Ambassador performs a variety of tasks to ensure a quality guest experience and the smooth operation of the parking facility that exceeds our customer’s and client’s expectations. Depending on the needs of the location, the Ambassador is responsible for monitoring the parking facility, issuing warning tickets/citations, and responding to customer inquiries, completing car counts, and ensuring location cleanliness. The Ambassador works closely with fellow team members, Operations Manager, and/or Shift Supervisor to ensure that cleanliness, as well as safety standards are met.



## Meter Collections/Maintenance

Meter collections/maintenance staff ensures the pay stations are operating effectively and monies are collected in a safe manner. This includes preventative and responsive actions.

A series of record-keeping and reporting procedures are compiled into a Standard Operating Procedures manual (SOP) from the core of our accounting/collection requirements, will incorporate all essential considerations of internal controls, segregation of duties and revenue control, in addition to any other requirements mandated by the City. Established protocol, subject to certain tasks associated with given manufacturers' equipment, follows

## Training

AmeriPark understands that our ability to provide a quality service to our clients is directly linked to the quality of people that we employ. AmeriPark focuses a tremendous amount of resources and time to the hiring process. Hiring well has a direct correlation with employee retention. By taking a methodical patient approach to matching qualified candidates to available positions, we keep turnover low, reducing operating costs and improving efficiencies. We are very proud to have the lowest employee turnover rate in the parking industry among national companies.

## Description of Hiring Process

Employee candidates are found by reference or ads placed in local papers, job boards or Career Builder. These potential candidates then fill out an application on-site that includes an aptitude test. The test measures basic math and problem-solving skills. Only applicants that pass the aptitude section are selected for further consideration and invited for interviews.

**careerbuilder.com™**

## Pre-employment Screening

The success of any parking program begins with the recruitment and hiring of the proper caliber of staff. To enable AmeriPark to select the best possible staff for employment, several pre-employment procedures will be undertaken. All staff will be required to complete the approved screening process before commencing work.



For all potential applicants, two telephone reference checks are conducted by the manager in charge. AmeriPark tries to contact the applicant's two most recent employers. Additionally, motor vehicle checks, honesty and integrity testing and, where clients allow, drug-and-alcohol screening.

Prior to being hired, applicants are screened for past criminal problems. Drug screening is also performed for all employees (where our client's consent), and always for employees who will be operating vehicles or in dangerous positions. Managers and bookkeepers are also screened for credit problems.

To ensure compliance with the Company's pre-employment practices, checks and balances are in place, ensuring that no payroll checks are issued to employees until all the pre-employment testing showing satisfactory compliance with company standards is on file at the central payroll office in Chattanooga.



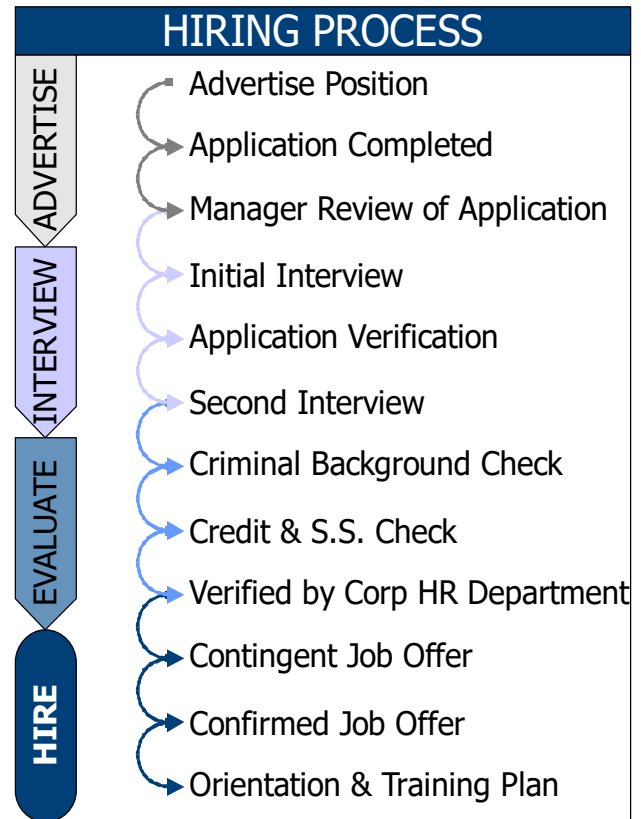


## Employee Training

AmeriPark understands that the value you receive from an employee will depend upon the value of training you offer them. Training gives you the opportunity to define the expectations of each role, as well as give them the tools to meet those expectations. Each of our employees will receive both on-going operational training and customer service training.

### Employee Training Matters!

The proper training of our employees is one of the highest priorities at Ameripark. We have developed the most effective training materials used in the parking and transportation management industry. HR department can interface with associates at every level, analyze their jobs and responsibilities, and structure training programs that ensure the employee has the knowledge and skills to perform at a high level of proficiency. In addition, we prescribe individual training for those managers who have specific individual needs to ensure they have all the skills necessary to succeed.



Our HR department takes a hands-on approach to training and development. Our staff monitors the progress of each management trainee to ensure that they are progressing at the expected level and covering the required materials. They communicate frequently with the trainee and the trainee's supervisor to check on the trainee's advancement. In addition, they make field visits to conduct customer service workshops onsite, engaging directly with the employees who interface with the patrons.

### Management Training Program

AmeriPark will provide a structured training program for all managers that is fully hosted and managed online. The e-learning training program consists of customized flash-based e-learning courses, quizzes, interactions, assessments and surveys. Each manager's progress is tracked online to ensure they are progressing in a satisfactory manner.

The program consists of a series of formal e-learning courses that are graded and evaluated for performance. Additionally, the program includes fewer formal webinars that provide live interaction. All the content is developed in-house and presented by senior management. The online training program consists of the following modules.

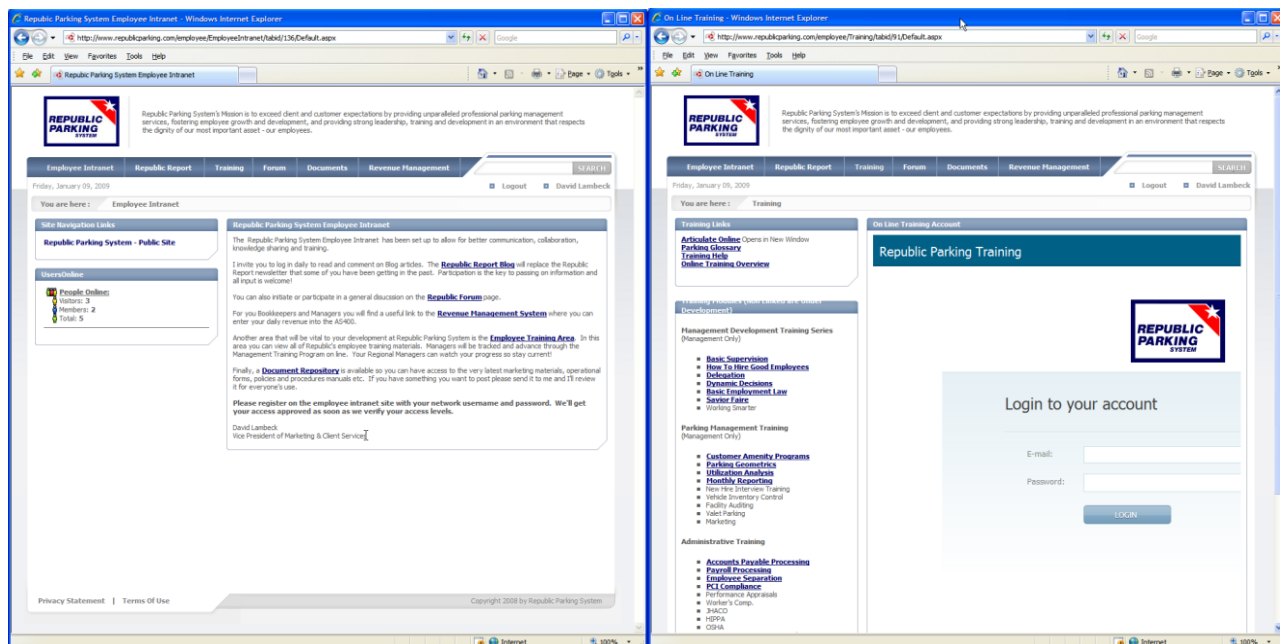
## Management Training Modules

Management Development	Parking Management	Administration
Basic Supervision How to Hire Good Emp. Delegation Dynamic Decisions Basic Employment Law Savior Faire Working Smarter	Parking Geometrics Utilization Analysis Revenue Control Customer Amenity Programs Facility Auditing Monthly Reporting On Street Operations	Employee Separation Payroll Processing PCI Compliance A/P Processing PARIS A/R System Revenue Mgmt. System

Where appropriate, the module is accompanied by a field training manual, worksheets and sample materials. Our management training program turns out well developed, multifaceted managers who are successful in managing complex properties and transportation systems for our clients and our company.

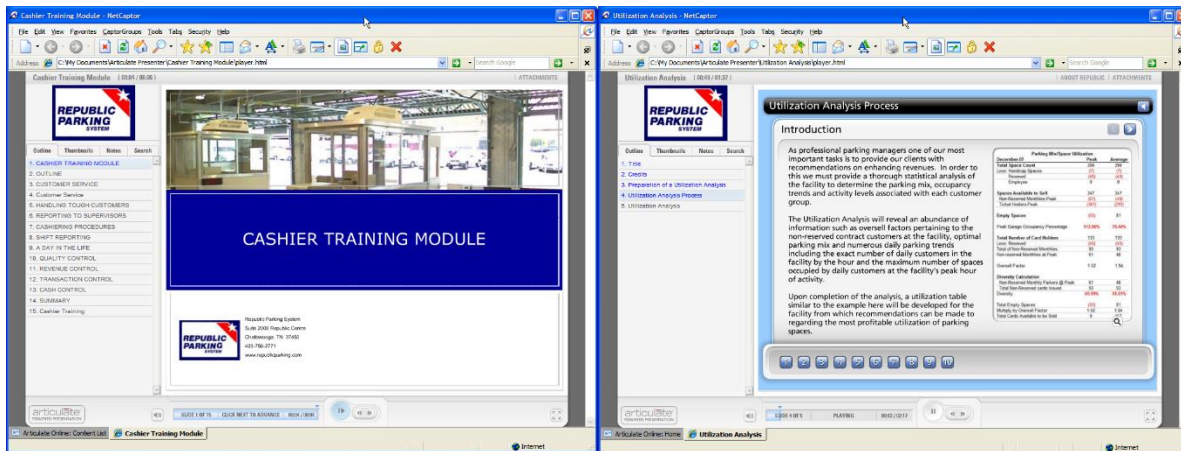
## E-Learning Training Courses

The e-learning courses are accessed via AmeriPark's employee intranet. The intranet also provides access to our company blog, key documents and the revenue management system where all daily revenues are posted and tracked.



The interactive e-learning courses are multifaceted programs that present material in a variety of formats, to appeal to each learning style. By using audio, visual and textual formats, users are able to absorb material more quickly.

## Sample Modules



The modules above are typical of the e-learning training courses provided. The detailed material is reviewed using PowerPoint slides and ten different types of interactive presentation methods.

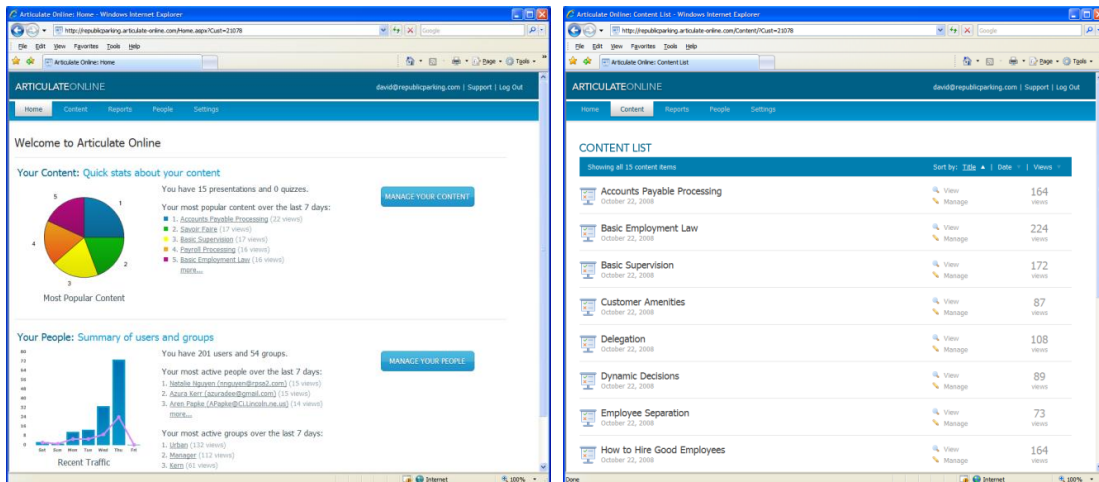
## Quiz / Evaluations / Surveys

The quizzes or surveys presented at the end of the e-learning course provide 21 different graded and survey question types – including true/false, multiple choice, fill in the blank, matching, hotspot, Likert scale and more. The Quizmaker allows us to:

- Incorporate images and movies to add interest and clarity to questions.
- Provide feedback based on user responses.
- Display results and specify actions that quiz takers follow, based on their scores.
- Customize buttons and labels with the choice of text and language.
- Brand our quizzes with custom colors and sounds.
- Capture quiz results through e-mail and integrate with our Articulate Online account.

## Online Program Management

The training program is fully managed and monitored via the internet. User activity, progress and history are fully detailed for the life of the program and can be accessed by executive management at any time.



## Reporting

The system has a comprehensive reporting capability that can track usage by employee, group of employees, content etc. It gives detailed reports on the effectiveness of the content and allows us to modify training material to better serve the training requirements of the staff.

**User Activity for Brent Matthews (bmatthews@republicparking.com)**

Date/Time	Content	Status	Score	Viewed	Duration
1/7/2009 4:38 PM	Delegation	Incomplete	--	5/12 42%	00:01:01
1/6/2009 7:20 AM	PCI Compliance	Passed	100%	10/10 100%	00:01:02
1/5/2009 11:00 AM	PCI Compliance	Incomplete	--	10/10 100%	00:06:00
1/5/2009 10:49 AM	PCI Compliance	Passed	80%	10/10 100%	00:18:03
1/5/2009 10:29 AM	Savor Fare	Passed	--	14/14 100%	02:56:14
1/5/2009 7:26 AM	Savor Fare	Passed	--	6/14 43%	00:06:10
7/15/2008 3:58 PM	Utilization Analysis	Passed	100%	10/10 100%	00:33:30
7/15/2008 3:23 PM	Monthly Reporting	Passed	100%	17/17 100%	00:43:54
4/30/2008 9:16 AM	Parking Geometrics	Passed	100%	20/20 100%	00:39:37
4/26/2008 9:10 AM	Delegation	Incomplete	--	12/12 100%	00:10:06
4/25/2008 9:39 AM	Training Program Presentation	Passed	--	10/10 100%	00:14:53

**Basic Employment Law Activity for All Time**

Date/Time	User	Status	Score	Viewed	Duration
1/8/2009 8:45 PM	Tim Braudis (braudis@republicparking.com)	Incomplete	90%	11/12 92%	01:36:39
1/8/2009 7:08 PM	Tim Braudis (braudis@republicparking.com)	Incomplete	--	0/12 0%	00:00:18
1/8/2009 5:13 PM	Ben Turner (turner@republicparking.com)	Incomplete	--	4/12 33%	00:04:30
1/8/2009 4:54 PM	Justin Johnson (johnson@republicparking.com)	Incomplete	--	4/12 50%	00:18:13
1/8/2009 4:12 PM	Natasha Nguyen (nguyen@republicparking.com)	Passed	100%	12/12 100%	00:47:28
1/8/2009 4:09 PM	Megan Keeler (keeler@republicparking.com)	Incomplete	--	1/12 8%	00:01:32
1/8/2009 4:08 PM	Dwight Potter (potter@republicparking.com)	Passed	100%	12/12 100%	01:47:40
1/8/2009 2:06 PM	Nikki McMillan (mcmillan@republicparking.com)	Incomplete	--	11/12 92%	00:45:37
1/8/2009 10:16 AM	Miguel Gutierrez (gutierrez@republicparking.com)	Incomplete	--	12/12 100%	00:01:35
1/7/2009 10:03 PM	Natasha Nguyen (nguyen@republicparking.com)	Incomplete	76%	12/12 100%	02:22:43

## Webinars

In addition to the structured e-learning courses, AmeriPark will also utilize internet-based Webinars using GoToWebinar.com. This service allows authorized, invited users to view the material directly from the Webinar Administrator's computer. This can include PowerPoint presentations, Documents, Software demonstrations and any type of material that can be electronically shared.

We present Webinars on a periodic basis, allowing a manager who misses a session to view similar material during the next session.

**GoToWebinar™** Web Events Made Easy

Date Range: Jun 20, 2008 10:04:56 to Jun 20, 2008 10:45:06 (GMT-7:00) Pacific Time (US and Canada), Taiwan

**Attendee Report: 4 attendees**

**General Information**

Date	Start Time	Scheduled Duration	Actual Duration
Mon, Jun 20, 2008	2:04 PM PDT	20 Min	40:15 Min

**Registrants/Attendees**

Registered	Opened Invitation	Clicked Registration Link	Total Attended
4	0	4	5

**Attendee Details**

Interest Rating	Attended	First Name	Last Name	Email Address	Email Verified	In Session Time	Q & A	Polls	Surveys
32	Yes	John	Smith	john@gmail.com	Yes	Join: 3:06 PM Exit: 3:39 PM Duration: 32:36Min			
31	Yes	Mary	Edwards	mary@gmail.com	Yes	Join: 3:05 PM Exit: 3:29 PM Duration: 23:58Min			
20	Yes	Bob	Doe	bob@gmail.com	Yes	Join: 3:11 PM Exit: 3:42 PM Duration: 30:56Min			
20	Yes	Susan	Roberts	susan@gmail.com	Yes	Join: 3:05 PM Exit: 3:38 PM Duration: 32:77Min			



In addition to training, the webinar format is used to host smaller, regional meetings online to avoid costly travel and time away from the parking facilities.