



# LANIER PARKING SYSTEMS

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May 11, 2006

Brian Kanely  
Transportation Services Division  
306 NE 6<sup>th</sup> Avenue (Thomas Center)  
P.O. Box 490  
Gainesville, FL 32602-0490

Re: Parking Facility Consulting

Dear Mr. Kanely:

The experience Lanier Parking Systems brings as parking consultants comes with first hand knowledge as a parking operator, manager and consultant familiar with the criteria and clientele similar to Gainesville. We will provide an analysis that will evaluate the existing challenges and offer solutions while addressing your future needs. The consulting and implementation services will include a review of the following tasks:

1. Analysis of existing facility equipment effectiveness
  - a. Determine short and long-term facility goals
  - b. Review existing equipment to meet future needs
  - c. Recommend and assist in making current equipment fully operational
  - d. Recommend and assist in purchasing and implementing, if appropriate, alternative equipment and revenue control scenarios
  - e. Implement Mackay parking meter smart card technology into the parking garage equipment and explore feasibility of converting permit parking to proximity cards.
2. Analysis of existing facility utilization
  - a. Analyze current market conditions
  - b. Develop rate structure for garage designed to increase utilization
3. Marketing plan for City Garage to downtown businesses and visitors
  - a. Identify target parker demographics
  - b. Develop marketing plan for new rate structure
  - c. Assist in implementing marketing plan
4. Management Plan
  - a. Conduct public meeting to obtain input/comments on garage rates, operations, etc.
  - b. Development management plan and present to staff for comments, etc.
  - c. Present management plan at public meeting
  - d. Assist in implementing management plan

LANIER is prepared to involve several of its executives in order to yield the necessary results of each of the above listed tasks, including stationing an executive in your community during the study period.

Lanier is the premier parking company in the Southeast and one of the fastest growing parking management firms in the United States. Lanier is unique in the sense that is a full service parking and transportation management company. We have the experience to bring all facets of parking and transportation management under one management to achieve cost-saving synergies for our clients. The City of Gainesville can expect the following qualified Lanier executives to be involved in creating solutions to meet you needs:

- **Randy Jones, Senior Vice President for Municipal Operations**

Lanier Parking Systems is proud to have Randy into their executive team. Randy has over 30 years experience in the parking and transportation business, with particular expertise in on-street meter programs for large and small downtown communities. Mr. Jones has worked for both the municipal side (Charlotte) as well as the private side.

After beginning his career as a transportation planner in Washington, D.C., Randy spent 25 years of his career as the Manager of Public Service of the City of Charlotte. As such he managed the City's parking program. In 1996, he privatized their on-street program. The Charlotte program was the first program in the United States to do a turn-key outsourcing, under which they still operate. In 1999, Randy retired from the City of Charlotte, and began working for Central Parking. They had three U.S. privatizations and several in Europe at that time. By 2003, Randy was managing 19 American on-street projects (several were hybrid programs with off-street elements).

Randy has been a member of the parking industry association, the International Parking Institute (IPI), and on their Board of Advisors. He was also Vice-Chairman of their Technology Committee. Prior to working for the City of Charlotte, Randy was a transportation planner for the Metropolitan Washington Council of Governments. He has a BA from the University of Virginia. Recently Randy has developed parking plans for Marietta, GA; Southport, NC; Melbourne, FL; and Blacksburg, VA.

- **Joe Wenderoth, Executive Vice President for Marketing; Principal for Florida**

Mr. Wenderoth has been in the parking industry since 1979 working on projects in cities such as Miami, Ft. Lauderdale, Jacksonville, Seattle, Los Angeles, New Orleans, Chicago and Atlanta. He has been involved in all aspects of parking including parking planning, functional design and project manager. His specialization is in off-street parking programs and pays particular attention to how they relate and integrate with the on-street program. Mr. Wenderoth recognizes that parking systems are a living breathing thing that need to be flexible and adapt over time. Over the past 25 years Joe has been involved in such projects as Century City, Los Angeles, CA, 2002 Winter Olympics, Salt Lake City, Colony Square, Turner Field, CNN Center, Marriott Marquis Hotel, Hyatt Regency Atlanta, Lakewood Amphitheater, BellSouth Atlanta Metro Plan. Most recently, Joe led the team that secured the Atlantic Station Development. This exciting new project encompasses 138 acres with a parking structure totaling 8000 spaces, 52 entry exit points, valet parking operations and on-street meter enforcement.

- **Stephen Hernandez, General Manager, Municipal**

Stephen began his career managing the parking program for Carolina Beach. Carolina Beach has around metered 800 spaces with a combination of on-street parking meters, off-street paystations and honor boxes. There he created a Merchant Coin Program to help local merchant's better serve the Pleasure Island tourists. He was later promoted to the Assistant Manager of the City of Charlotte on-street parking program. In charge of 3100 spaces in Charlotte's downtown and residential districts, he created a meter maintenance database which improved the efficiency of the program's appeals and maintenance department. The database increased the profitability of the project as the maintenance staff became more able to track, repair and replace malfunctioning parking meters. The amount of meter maintenance calls from customers decreased 50% in just three months!

In March of 2004, Lanier Parking Meter Services recognized Stephen's success in Charlotte and hired him to manage the parking program for the City of Myrtle Beach, SC. In Myrtle Beach, Stephen oversaw the city's parking meter installation (only City in the last three years to have outsourced its parking meter installation), enforcement and citation collections, meter maintenance and collections. Operating within a budget that was over \$50,000 less than the closest bid, Stephen and Lanier came over 25% under budget (almost a \$90,000.00 savings returned to the City!).

As Lanier Parking Meter Services continued to grow, Stephen's role with the company increased to meet the needs of our clients. In September of 2004, he began overseeing as General Manager, the daily operations of all Lanier municipal projects. Stephen works closely with both on-site managers and staff to create payment handling procedures, automated DCR's, operational procedures and financial budget and performance reviews.

Stephen is graduate of the AACSB accredited Cameron School of Business at the University of North Carolina at Wilmington. He has a B.S. in Business Administration with a concentration in finance and a minor in Leadership Studies.

- **Harvey Figueroa, General Manager, Florida**

Harvey has been in the parking industry since 1984. During his career he has held a variety of positions overseeing the parking operations for some of the highest profile clients in New York and Florida. Over the last 22 years Harvey has gained extensive knowledge in operations, marketing and employee development. Over the last seven (7) years Harvey has been intricately involved in the grand opening of the following properties in South Florida: Espirito Santo Plaza, multi-use class "A" project with the first Conrad Hilton valet operation; Shops of South Beach, retail project at the Gateway to South Beach; Loew's Miami Beach Hotel, 800-room hotel in the heart of South Beach; Crowne Plaza Royal Palm Resort, first African-American owned, developed and operated hotel in the State of Florida; The Westin Diplomat Resort & Spa in Hollywood, Florida; 1000 room hotel in Broward County; Ocean Steps, Regal Cinemas on Lincoln Road, 555 Washington Avenue and the City of Miami Beach Anchor Garage.

Additionally, Harvey brings a vast array of knowledge and experience with Revenue Control Equipment. He was first to introduce an automated mode of operation in Miami/Miami Beach with the installation of paystations at Espirito Santo Plaza & Shops of South Beach.

## Scope of Services

1. *Analysis of existing facility equipment effectiveness* – Lanier recognizes the importance of implementing the very best equipment and software to most effectively manage a parking facility.
  - a. Before Lanier can determine the existing equipment effectiveness, we must first understand the long-term goal of the City Garage. Lanier is aware of a major residential/mixed use complex being developed nearby within the next 24 months that will have a great impact on the garage. Lanier's proposal to the City of Gainesville will include a plan for managing the City Garage with this large permanent residential component, as well as other possible development, in mind. We believe that it is important for the residents of the nearby complex to be able use the facilities in a manner that is quick, easy and pleasant.
  - b. After we determine the long-term management goal of the City Garage, we will concentrate our efforts to ensure the existing equipment can meet the necessary requirements of operating within the proposed long-term parameters. Lanier has extensive knowledge and experience in working with pay-on-foot machines for large parking facilities. Lanier recognizes the current difficulties the City is having with the Zeag equipment and software support through CTR Systems. Lanier will make every effort possible to obtain a solution with the existing equipment by working closely with Zeag and CTR Systems.

- c. Lanier understands that the City wants to implement the Mackay parking meter smart card technology into the garage equipment. Lanier will work with Mackay and CTR Systems to determine the most feasible plan to implement this goal.
  - d. Lanier will then recommend the steps that must be taken to optimize the current equipment and software, and will make every effort to assist the City staff in implementing these steps.
  - e. If the current equipment cannot be optimized to the extent needed to effectively operate the garage, Lanier will then recommend options to upgrade the existing equipment to the extent needed. Then, if requested to do so, Lanier will assist the City in implementing any adopted option, including specifying, purchasing, and installing new equipment and software.
  - f. Lanier will explore with Mackay Meters and CTR Systems the feasibility of converting permit parking in the garage to proximity cards.
2. *Analysis of facility utilization* – Lanier has a proven track record of improving revenue and operational performance of a facility by designing rate structures to meet the various needs of our customers.
- a. Prior to designing a rate structure for a facility, Lanier will analyze the existing market conditions of the surrounding area. Lanier is fully aware of some of the complex agreements between the City, other government agencies and private entities. Along with reviewing the impact other parking garages in the area, Lanier will analyze the effect on-street and surface lot parking has on the City Garage.
  - b. After thoroughly reviewing the current market conditions, Lanier will design a rate structure that increases utilization and revenue for the City. The rate structure will be designed to meet the needs of every user; transient, monthly, local merchant/employee, juror, judge, city staff, etc. Lanier believes the City Garage is great, yet under-utilized facility with fantastic upside.
3. *Marketing Plan for City Garage* – Lanier believes the City Garage is well positioned downtown to attract a diverse customer base.
- a. Based on existing supply of on-street and surface lot parking, as well as other factors, in the immediate area around the City Garage, Lanier will determine the day-time parker mix. Taking into consideration the nighttime activity around the City Garage, Lanier will make efforts market the facility to university students as well as Gainesville residents who come into downtown to visit the great restaurants and specialty shops.
  - b. After Lanier has have identified our target market, we will prepare a marketing plan to increase usage by downtown businesses, restaurants and specialty shops. Lanier is confident through an effective marketing plan, the utilization and revenues will increase significantly.
  - c. Lanier will then assist City staff and downtown organizations to implement the Marketing Plan.
4. *Management Plan* – After Lanier has completed the above outlined tasks to the satisfaction of you, the client; Lanier will prepare a final presentation of our progress during our time as consultants. At that point, Lanier will chronicle in detail our accomplishments and further steps to take the city’s parking program forward. If requested, Lanier will also meet with appropriate stakeholder groups, and can assist in implementing the recommendations of the plan.

## Project Schedule

Lanier Parking Systems is prepared to complete the above tasks within 90 days. We believe this schedule will give us ample time to identify, plan, organize, and implement necessary changes designed to increase revenues and operational efficiency.

## Project Fees

Below is a chart outlining our cost estimates based on hours projected to complete each task. Lanier Parking Systems is prepared to serve as parking consultants to the City of Gainesville for a fee *not to exceed* \$22,680.50. The fee includes personnel reimbursement up to \$14,783.00 and reimbursable expenses of \$7,897.50. If Lanier completes the above tasks below our cost estimates, the City will be billed for only for actual time and expenses. The City of Gainesville will not be billed for any amount exceeding \$22,680.50 regardless, unless additional approved tasks and services are added by the City.

Labor Costs								
Task	Description	Staff	Randy Jones JRJ	Steve Hernandez SMH	Harvey Figueroa HF	Joe Wenderoth JPW	TOTAL HOURS	TOTAL COST
1	Analysis of Existing Facility Equipment		32.0	20.0	20.0	0.0	72.0	\$ 4,725.00
2	Analysis of Existing Facility Utilization		32.0	6.0	24.0	0.0	62.0	\$ 4,275.00
3	Develop Marketing Plan		28.0	20.0	20.0	0.0	68.0	\$ 4,425.00
4	Management Plan		8.0	8.0	8.0	8.0	32.0	\$ 1,583.00
<b>TOTAL CONSULTING HOURS</b>			100.0	54.0	72.0	8.0		
<b>HOURLY CONSULTING RATE</b>			\$ 75.00	\$ 50.00	\$ 62.50	\$ 75.00		
<b>ESTIMATED CONSULTING LABOR COSTS</b>			<b>\$ 7,500.00</b>	<b>\$ 2,700.00</b>	<b>\$ 4,500.00</b>	<b>\$ 600.00</b>	<b>234.0</b>	<b>\$ 14,783.00</b>
Reimbursable Expenses								
Item	Description	Quantity	Explanation			UNIT COST	TOTAL COST	
1.a	Lodging - other than JRJ	17				\$ 90.00	\$ 1,530.00	
1.b	Lodging - for JRJ	13				\$ 75.00	\$ 975.00	
2	Rental Car	15				\$ 45.00	\$ 675.00	
3	Mileage Reimbursement	3500				\$ 0.41	\$ 1,417.50	
4	Airfare	3				\$ 450.00	\$ 1,350.00	
5	Travel Meals	33				\$ 25.00	\$ 825.00	
6	Project Supplies	1				\$ 250.00	\$ 250.00	
7	Printing	1				\$ 750.00	\$ 750.00	
8	Shipping	5				\$ 25.00	\$ 125.00	
<b>TOTAL REIMBURSEABLE EXPENSES</b>							<b>\$ 7,897.50</b>	
<b>TOTAL ESTIMATED EXPENSES</b>							<b>\$ 22,680.50</b>	

Lanier Parking Systems is excited about the opportunity to work with the City of Gainesville to create a more effective and efficient parking program. Upon agreement of this proposal by the City of Gainesville, Lanier will begin work within 5 to 10 business days.

Best regards,

Randy Jones  
Senior Vice President  
Lanier Parking Systems

**060029**

ACCEPTED:

City of Gainesville

Signed: \_\_\_\_\_

\_\_\_\_\_

Title: City Manager

Public Works

Date: \_\_\_\_\_

\_\_\_\_\_

Cc: Karen Slevin, Director, Community Redevelopment Authority