

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



**Presentation to Provide Professional Parking Management Services
for the City of Annapolis, MD
RFP Bid Number 15-11/ February 18, 2016**

Agenda

- Introduction to SP+
- Deal Structure
- Our Approach
 - Consulting
 - On-Street
 - Off-Street
 - Circulator
 - Stakeholder Communication Plan
- Transition
- Keys to Success

The Team

Team Annapolis



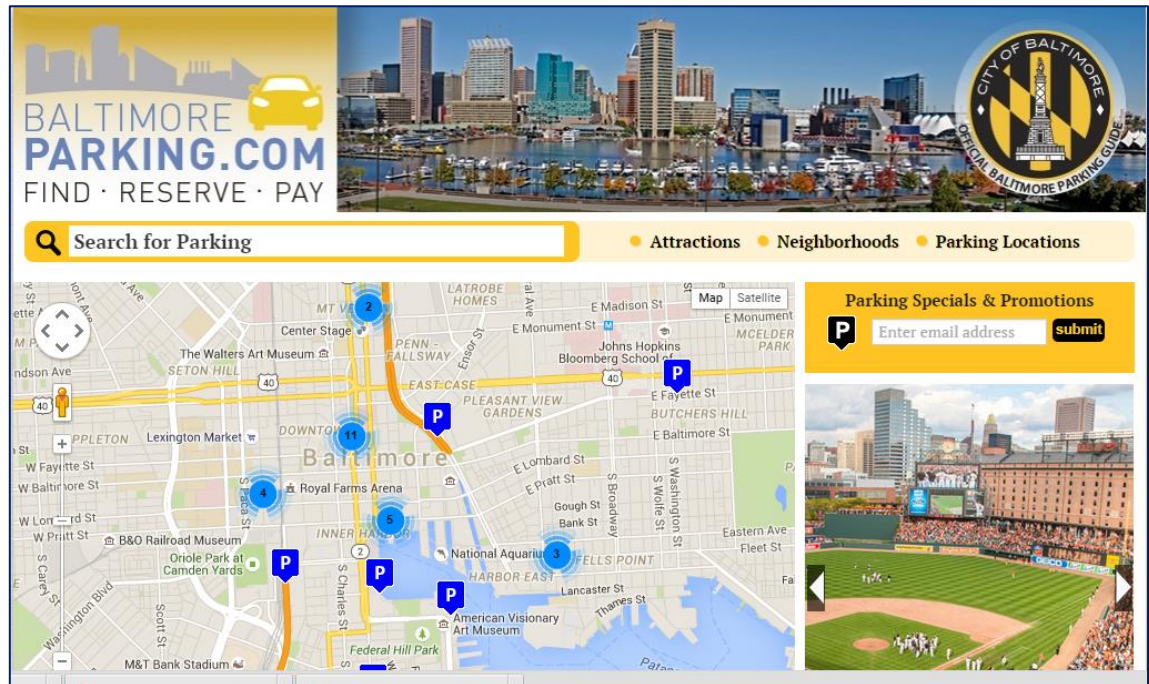
SP+ Profile

- Over 4,000 locations, 2 million spaces, and 23,000 employees.
- 5 Service Lines
 - Event Logistics
 - Facilities Maintenance
 - Parking
 - Security
 - Transportation
- 8 Operating Groups



Services We Provide

- Ambassadorial Services
- Parking Advisory Services
- Residential Permit Enforcement
- Merchant Validation Programs
- Marketing Programs
- Enforcement Services
- Equipment Installation & Maintenance Services
- Equipment Financing
- Equipment Collections
- Citation Processing & Collections
- Scofflaw Enforcement
- Stakeholder Engagement
- On-Street Parking Management
- Off-Street Parking Management
- Interactive Website Design and Hosting
- Transportation Services



National Leader in Municipal Services

- Howard County, MD
- City of Richmond, VA
- City of New Orleans, LA
- City of Miami Beach, FL
- City of Tampa, FL
- City of Harrisburg, PA
- City of Louisville, KY
- City of Los Angeles, CA
- City of Manitou Springs, CO
- City of Great Falls, MT
- City of Chelsea, MA
- City of Lawrence, MA
- City of Newport Beach, CA
- City of Santa Ana, CA
- City of San Mateo, CA



CITY OF NEW ORLEANS



Agreement Type

Management Agreement with Incentive

- Scope
 - Consulting
 - On-Street Enforcement, Collections & Maintenance
 - Off-Street Operations (Garages & Lots)
 - Circulator Shuttle
 - Marketing & Communications
- Benefits
 - Decisions are made together
 - Service not compromised for profit
 - Incentive based on Key Performance Indicators creating Alignment

Our Approach – KPI's

- Various Transaction Measurements
 - Duration
 - Type
 - Time of day
- Enforcement
 - System error rates
 - Officer void and dismissal rate
 - Productivity per enforcement beat
 - Violation/Citation payment efficiency
- Customer Service
 - Employee / customer related compliments and complaints
 - Customer Survey Scores
 - Facility Cleanliness
- System Performance
 - Y/Y Revenue/Expense
 - Y/B Revenue/Expense



Our Approach...

Consulting

Experience & Expertise + Stakeholder Input = Success



Our Approach...

On-Street Enhancements

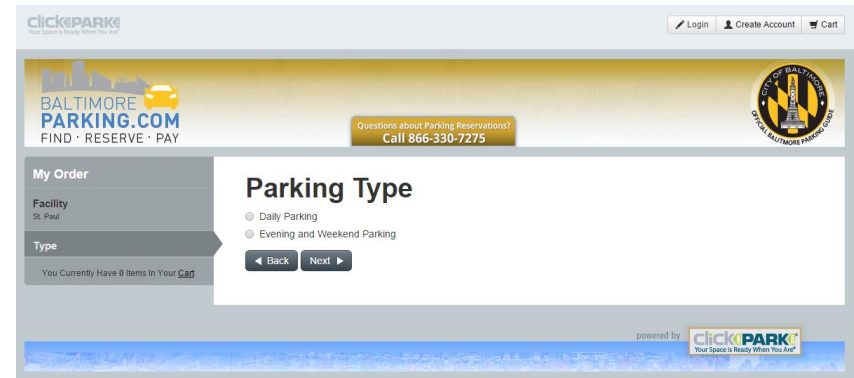
- Meter Replacement
 - Multi-Space
 - License Plate Capable
- Pay-by-Phone
- Parking Ambassador Program
- Residential Parking Program
- T2 Systems Enforcement
- Genetec AutoVu
- Demand/Pricing Studies



Our Approach...

Off-Street Enhancements

- Customer Service Representatives
 - Customer Service Training
 - Dispatched with Smart Phone
- Remote Management
- Pre-Paid Parking
- Amenity Program
- Maintenance Plan



Our Approach... *Circulator Enhancements*

- Step 1: Demand Analysis
- Branded Shuttles
- Integrated GPS/App
- On-Demand Service
- Fleet Maintenance
- Passenger Tracking
- Performance Management, Goals, and Metrics



PM Shuttle #1: 12:00 - 20:00

3 Cooper	MD Anderson	Kelman	WF Garage
12:00	12:03	12:06	12:12
12:20	12:23	12:26	12:32
12:40	12:43	12:46	12:52
13:00	13:03	13:06	13:12
13:20	13:23	13:26	13:32
13:40	13:43	13:46	13:52
14:00	14:03	14:06	14:12
14:20	14:23	14:26	14:32
14:40	14:43	14:46	14:52
15:00	15:03	15:06	15:12
15:20	15:23	15:26	15:32
15:40	15:43	15:46	15:52
16:00	16:03	16:06	16:12
16:20	16:23	16:26	16:32
16:40	16:43	16:46	16:52
17:00	17:03	17:06	17:12
17:20	17:23	17:26	17:32
17:40	17:43	17:46	17:52
18:00	18:03	18:06	18:12
18:20	18:23	18:26	18:32
18:40	18:43	18:46	18:52
19:00	19:03	19:06	19:12
19:20	19:23	19:26	19:32
19:40	19:43	19:46	19:52
20:00	20:03	20:06	20:12

Notes:
Traffic conditions will ultimately determine arrival times.

Question or Comments?
If you have a question or comment about the shuttle service or schedule please contact the Cooper Hospital Parking Admin office at 866-641-7300.

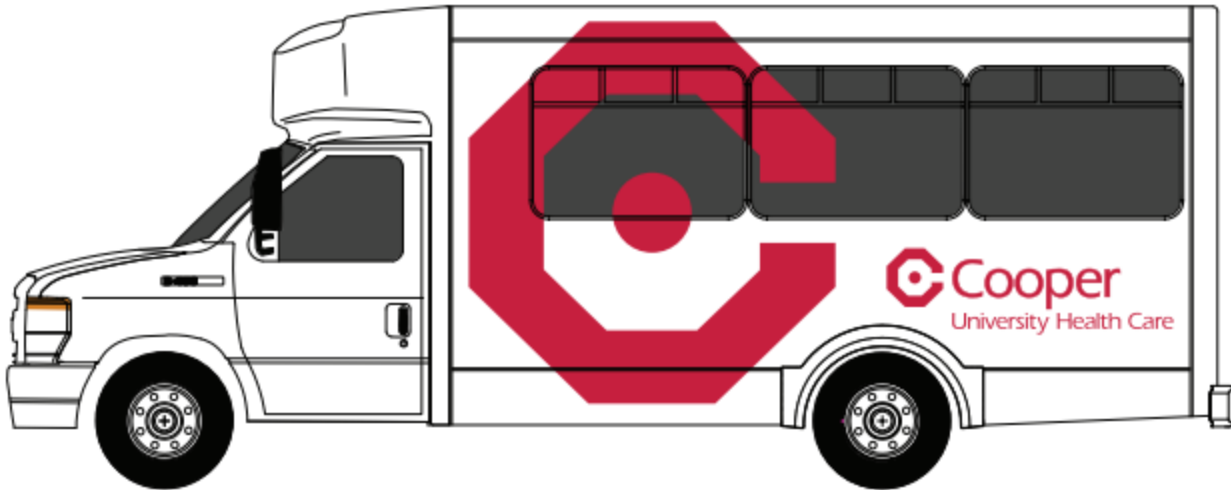
PM Shuttle #2: 14:00 - 18:00

3 Cooper	MD Anderson	Kelman	WF Garage
14:00	14:03	14:11	14:17
14:25	14:28	14:31	14:37
14:45	14:48	14:51	14:57
15:05	15:08	15:11	15:17
15:25	15:28	15:31	15:37
15:45	15:48	15:51	15:57
16:05	16:08	16:11	16:17
16:25	16:28	16:31	16:37
16:45	16:48	16:51	16:57
17:05	17:08	17:11	17:17
17:25	17:28	17:31	17:37
17:45	17:48	17:51	17:57

PM Shuttle #3: 15:00 - 21:00

3 Cooper	MD Anderson	Kelman	WF Garage
15:10	15:13	15:16	15:22
15:30	15:33	15:36	15:42
15:50	15:53	15:56	16:02
16:10	16:13	16:16	16:22
16:30	16:33	16:36	16:42
16:50	16:53	16:56	17:02
17:10	17:13	17:16	17:22
17:30	17:33	17:36	17:42
17:50	17:53	17:56	18:02
18:10	18:13	18:16	18:22
18:30	18:33	18:36	18:42
18:50	18:53	18:56	19:02
19:10	19:13	19:16	19:22
19:30	19:33	19:36	19:42
19:50	19:53	19:56	20:02
20:10	20:13	20:16	20:22
20:30	20:33	20:36	20:42
20:50	20:53	20:56	21:02

Employee Shuttle Schedule



Our Approach...

Stakeholder Communications

Goals:

- Engage Stakeholders to develop a plan that works to best meet varying demands.
- Keep Stakeholders engaged and informed during Implementation.
- Continual engagement through Communications Strategy to shift the perception of parking in Annapolis.

Strategy

- Implement a comprehensive public relations campaign highlighting program news and innovations

Stakeholders:

- Residents
- Visitors
- Government
- Retail Businesses
- Restaurants and Bars
- Professionals
- Events
- Naval Academy
- Navy Athletics

Tactics:

- Customize messaging for distinct audiences
- Regular public forums
- Public Advisory Council (PAC)
- E-Newsletter
- Media relations
- Social media

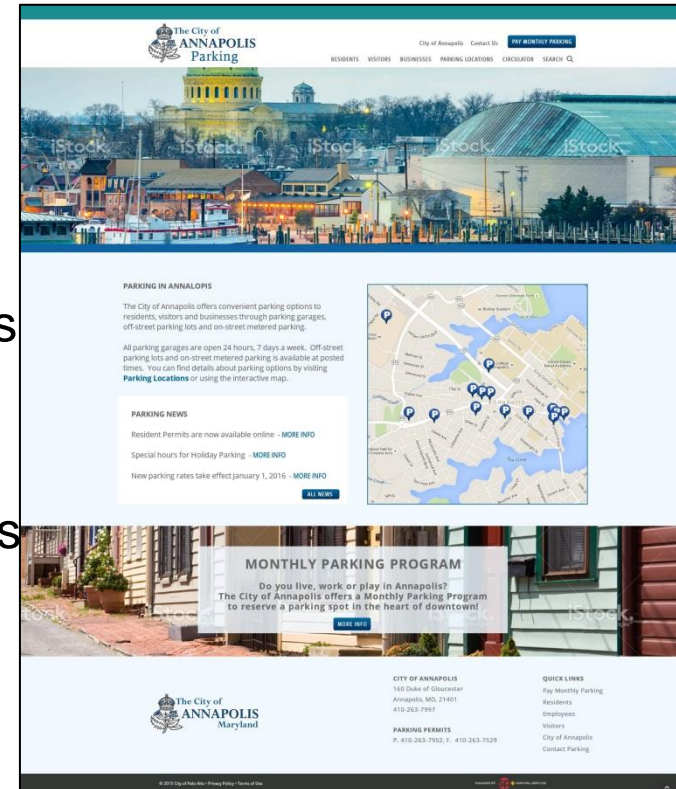
STRATEGIC
PARTNERS
& MEDIA

City of Annapolis Custom Parking Guide

A redesigned custom parking guide with features that increase exposure and improve the user experience

- A proven approach to drive parker behavior
- Promote consumer and business parking
- Focus on types of parking (residential / employee / visitor) and popular city destinations
- Pre-sell options for event, daily and monthly parking available
- Promotion of parking and non- parking activities
- User information data capture
- Print and Email information downloads
- Google maps and directions
- Optimized for mobile device access

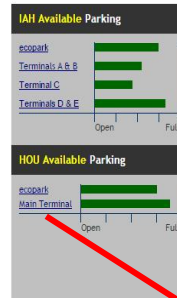
Sample Design for the City of Annapolis



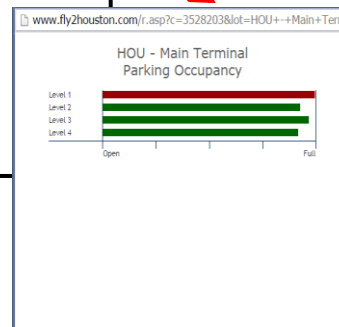
Real Time Parking Inventory



The screenshot shows the New South Parking website. At the top left is a navigation menu with links: 'NSP Home', 'George Bush IAH Airport', 'Hobby Airport', 'ecopark', 'Contact Us', and 'Rates & Information'. The main header features the 'New South PARKING' logo. Below the logo is a welcome message: 'Welcome to New South Parking! New South Parking Manages the Parking Operations @ George Bush Intercontinental and Houston Hobby Airports.' A central image shows a car at a parking booth with signs for 'CREDIT CARD ONLY' and 'CASH ONLY'S'. Below this are three service icons: 'Terminal Parking' (with a 'P' and 'A B C D E' icons), 'ecopark' (with a green 'P' and leaf icon), and 'Corporate Parking' (with a blue 'C' and key icon). Each icon has a brief description and a 'Learn More' link.



Deep Link



Transition

- On-Street: March 1, 2016
 - Employment Offers made February 17
 - Initial Meters installed prior to Spring Boat Show
 - Park Mobile Launch in 2016
- Off-Street: April 1, 2016
 - Existing Employees will be offered opportunity
 - Remote Management Integration by Summer 2016
- Circulator: TBD
- Stakeholder Engagement Plan
 - Meetings On-Going
 - Websites in Development



INNOVATION IN OPERATION™