Agenda AGENDA
FERNANDINA BEACH CITY COMMISSION
WORKSHOP
JULY 15, 2025
5:00 PM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. PRESENTATIONS

4.1 **PAID PARKING MANAGEMENT - ELITE PARKING SERVICES OF AMERICA, ONE PARKING INC., AND SP+ PARKING.** *Synopsis: Request for Proposals (RFP) 25-05 for Paid Parking Management three highest-scoring submittals: Elite Parking Services, Inc., One Parking Inc., and SP+ Parking will provide presentations.*

5. ADJOURNMENT

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE COMMISSION WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDINGS, AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS MADE. AT THE DISCRETION OF THE MAYOR, A RECESS MAY BE SCHEDULED EVERY NINETY MINUTES.

Persons with disabilities requiring accommodations in order to participate should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired).

CITY COMMISSION AGENDA ITEM
City of Fernandina Beach

SUBJECT: Presentation
Parking Management Services - Elite Parking Services of America, One Parking Inc., and SP+ Parking

ITEM TYPE: Presentation

REQUESTED ACTION:

SYNOPSIS: The City Commission, at their February 27, 2025, goal-setting workshop, identified paid parking as an alternative funding source. Staff subsequently issued Request for Proposal ("RFP") 25-05 for Parking Management Services, which received seven submittals. The RFP Evaluation Committee reviewed and ranked the submittals and met in pubically noticed meetings on June 18 and June 23 where they recommended the top three highest-scoring vendors move forward for City Commission consideration: Elite Parking Services of America, One Parking Inc., and SP+ Parking.

- Presenting on behalf of Elite Parking Services of America: President and Chief Operating Officer Dane Grey and Vice President of Service Delivery Daniel DeMott.
- Presenting on behalf of One Parking Inc.: President and Chief Operating Officer Mark Pratt, Vice President Jon Gianquitti and General Manager Mike Tuten.
- Presenting on behalf of SP+ Parking: North and South East Regions Vice President Travis Theobald and Director of Business Development Ryan Grulich.

FISCAL IMPACT: Fiscal impact will be based upon City Commission direction.

CITY ATTORNEY COMMENTS: N/A

CITY MANAGER RECOMMENDATION(S): At the pleasure of the City Commission.

Jeremiah Glisson, Deputy City Manager 7/8/2025
Sarah Campbell, City Manager 7/8/2025

Caroline Best

Date: June 25, 2025

Submitted By: Caroline Best, City Clerk

COMMISSION ACTION:

2025 Commission Goals

Capital Goals	Mayor Antun	Vice-Mayor Ayscue	Commissioner Minshew	Commissioner Poynter
Brett's Demolition & Replacement	5	5	5	5
Seawall Design	4	2	2	2
Seawall Construction (segment 1)	3	3	4	0
Downtown Revitalization	2	4	1	4
Facilities Replacement (City Hall, Rec Centers)	1	0	0	3
CRA Public/Private Partnerships	0	0	3	0
Ybor Alvarez Redevelopment	0	0	0	0
Construct Fishing Pier (101 N Front St)	0	0	0	1
Atlantic Seafood Demolition & Replacement	0	0	0	0

Operational Goals	Mayor Antun	Vice-Mayor Ayscue	Commissioner Minshew	Commissioner Poynter
Human Resource Improvements (Organizational Structure, Training, Processing, Headcount)	5	5	4	2
Efficiency Improvements (Project Management, Accounts Receivable, Contract Management)	4	4	3	0
Implement Paid Parking	1	0	5	5
Capital Improvement Plan (5-10-20 year)	3	0	0	4
Ordinance Updates (LDC/Dune Management/Tree Canopy)	2	0	2	0
Stormwater Master Plan Update	0	0	0	0
Outsourcing	0	0	1	3
Volunteer Program/Business Partnerships	0	0	0	1
CRS Rating	0	0	0	0

2025 Commission Goals

Commissioner Tuten	Total Score
5	25
4	14
3	13
1	12
0	4
0	3
2	2
0	1
0	0

Commissioner Tuten	Total Score
0	16
3	14
1	12
2	9
5	9
4	4
0	4
0	1
0	0

Request For Proposals: RFP 25-05

PARKING MANAGEMENT SERVICES

FOR

CITY OF FERNANDINA BEACH
204 Ash Street
Fernandina Beach, FL 32034

For Proposal Documents and Updates: visit http://www/fbfl.us/bids.

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Introduction to the City

The City of Fernandina Beach (hereinafter referred to as "the City") is located on Amelia Island in Northeast Florida, defined as part of the greater Jacksonville metropolitan area. Fernandina Beach was incorporated in 1825 and currently has a population of nearly 13,900 residents while Amelia Island has a population of nearly 39,000. The City's economy is supported by both industries (milling) along with historical and ecological tourism. Considered a hidden jewel of a beach town, the City has long been recognized as the best kept secret in North Florida and a rise in tourism reflects this designation. Nearly 1.1 million people visit Fernandina Beach a year.

General Information

The City of Fernandina Beach, Florida is accepting competitive sealed proposals for PARKING MANAGEMENT SERVICES. The City will receive sealed proposals at the location stated below not later than **June 05, 2025.**

Submittal Information

The RFP submittal **(1 original, 5 copies) and a memory stick** containing the entire submittal formatted to be read with Microsoft® software products or Adobe® PDF software must be delivered to City Hall in a sealed package, clearly marked on the outside and addressed to:

City of Fernandina Beach
City Clerk's Office
Parking Management Services - RFP 25-05
204 Ash Street
Fernandina Beach, FL 32034

Hand delivered submittals are to be taken to the Clerk's Office at the above address.

The Proposal shall be submitted on the specified **Contact Sheet,** hereto attached as "**Exhibit A**". The person signing the Response Form shall have the authority to bind the proposer to the submittal. All information on the Proposal form shall be provided, or the Proposal may not be accepted.

The competitive sealed Proposal shall be accompanied by a **"Public Entity Crimes",** herein provided as "**Exhibit B**", **"Drug-Free Workplace Certification"** herein provides as **"Exhibit C"**, "**E-Verify Statement**" herein provided as **"Exhibit D"**, **"Proposer Acknowledgements and Agreements"**, herein provided as "**Exhibit E**", **"Conflict of Interest",** herein provided as, "**Exhibit F**", **"Non-Collusion Affidavit",** herein provided as "**Exhibit G" and "Dispute Disclosure",** herein provided as **"Exhibit H".**

Request for Proposal Documents and Specifications can be downloaded online at

www.fbfl.us/bids and www.Demandstar.com . Any questions regarding the RFP package can be directed in writing to Wanda Weaks, Purchasing Agent, at wweaks@fbfl.org. The deadline for questions is **ten days** before proposal opening.

Responses to questions considered material to the solicitation will be distributed via formal addenda and posted to the City of Fernandina Beach's website; www.fbfl.us , Bid Posting web page and to the DemandStar website; www.demandstar.com.

If there is an Addendum it becomes part of the original RFP and it will be acknowledged by attaching a copy of the Addendum, signed by an authorized representative of the person or company submitting the proposal. It is the Respondent's responsibility to check the City's website for Addenda prior to submitting their proposal. Failure to do so may disqualify the submittal. The deadline for questions is **ten** days before proposal opening.

All Companies are advised that under chapter 119, Florida Statutes, all responses are deemed a public record and open to the public as provided for in said statute.

Any submittal received after 2:00 pm on **June 05, 2025**, will not be considered and will be returned unopened. It will be the sole responsibility of the Company to have its submittal delivered to the City of Fernandina Beach, by U.S. Mail, hand delivery or any other method available to him/her; however, facsimile or electronic submittals will not be accepted. Delay in delivery will be the sole responsibility of the Company.

Schedule

As of the date of the issuance of this RFP, the timetable presented below provides the operative guidelines for the sequence of anticipated events. Should a change be required, the City will post such notification via the City website www.fbfl.us/bids and the DemandStar website www.Demandstar.com .

Note: There is no Pre-proposal Conference.

May 02, 2025	Request for Proposals Advertised
May 26, 2025	5:00 pm Deadline for email questions to be submitted
May 30, 2025	5:00 pm Deadline for City's answers to be published
June 05, 2025	2:00 pm Proposal Opening-Deadline for Receipt of Proposals

Proposal Package

The Proposal Package must contain the following information in the proscribed sequence as "Exhibit Tabs" (identified as A through E) or behind "Proposal Tabs" (A through E).

SEQUENCE	CONTENT	
Cover Page	Cover Letter and Contact Sheet with Company Information	
Proposal Tab A	Experience/Qualifications of Organization	
Proposal Tab B	Performance Delivery Plan	
Proposal Tab C	References	
Proposal Tab D	Project Budget and Cost	
Proposal Tab E	Certificates of Insurance: Professional Liability, General Liability and Workers Comp	
Proposal Tab F	Exhibit A	Contact Sheet
	Exhibit B	Public Entity Crimes Statement
	Exhibit C	Drug Free Workplace Certification
	Exhibit D	E-Verify Statement
	Exhibit E	Proposer Acknowledgements and Agreements
	Exhibit F	Conflict of Interest
	Exhibit G	Non-Collusion Affidavit
	Exhibit H	Disputes Disclosure

Overview and Scope of Work

The City of Fernandina Beach is seeking proposals from responsible and responsive proposers to provide turnkey paid parking management services within the Downtown area of Fernandina Beach. The City has identified approximately 750 premium parking spaces within the Downtown area that consist of both on-street and off-street parking. Proposers must demonstrate the requisite knowledge, experience, technical expertise, organizational and financial capability to perform the services requested under this RFP. The proposer is expected to design, implement, and manage turnkey premium paid parking management program that includes but is not limited to:

- Bulk discount/annual permit system that provides benefits to residents
- Supply and installation of signage, kiosks, software, and hardware systems within the Downtown area to provide for predominately contactless payment system
- Implementation and management of the City's day-to-day parking operations within the premium-paid parking area
- Enforcement of parking regulations in compliance with City Code and State laws
- Provision of revenue collection and financial reporting related to the paid parking program

Minimum Qualifications

The Company must have experience with full turnkey paid parking programs within municipal communities and must meet the following minimum qualifications:

- Must be a parking management company that has been in business for a minimum of five years.
- Must be a company with an established management base in Florida for a minimum of five years.

TERM OF CONTRACT

The City anticipates that the contract will have an initial period of three years with two options to renew at two years each for a total of seven years with a projected start date of October 1, 2025.

Cover Letter and Company Information – 0 Points

Proposal Tab A

Qualifications/Experience of Company – Maximum of 20 Points

Demonstrate experience with implementation, software development, enforcement within downtown areas of southeastern-based communities. Demonstrate qualifications and

experience of the COMPANY to include, but not limited to the following:

- Must provide two years of audited financial reports to demonstrate the company's financial ability to perform the contracted services.
- Five years of company experience managing municipal parking programs that include meters collection, maintenance and enforcement.
- Company experience in managing at a minimum of two municipal contracts similar to City of Fernandina Beach
- Company experience in managing at a minimum of two municipal contracts with a minimum of 500 spaces and enforcement services.
- Proven company experience developing implementation and marketing programs for paid parking programs
- Proven company experience with contactless payment systems and related enforcement.
- Proven company experience in the management of a parking citation system.

Proposal Tab B

Performance Delivery Plan – Maximum of 20 Points

Demonstrate the performance delivery plan of the COMPANY to include, but not limited to the following:

General Services Required:

- Provide estimated timeline of completion of proposed implementation steps, phases, and milestones. Define clear performance metrics and reporting to measure success of the parking management program.
- Provide the design of or the modifications to all software/hardware programs to reflect the City's needs. Include specific requirements for data security and privacy. Provide information of technology management systems used that will allow customizations to benefit the City.
- Assist with research and the implementation of technological improvements or solutions that would benefit the City.
- Be available to respond to City calls when needed and attend group and or City Commission meetings when asked by City with a minimum of 24 hours notice.
- Describe any innovative solutions or mixed platform integration with an emphasis on LPR (license plate readers) that your company offers.

Enforcement Services Required:

- Provide Enforcement services including electronic ticketing. The City may adjust the geographic locations and any other criteria for enforcement activities at its sole discretion. Digital enforcement with a DOT interface is preferred.
- Establish designated patrol routes for its enforcement officers. Provide sufficient personnel to issue parking citations at a level of enforcement appropriate for the City of Fernandina Beach.
- Cooperate with the City's Police Department to be "extra sets of eyes and ears" on the street, reporting any illegal or suspicious activities. Assist the City's Police Department as needed to disseminate public safety information to the community, including but not limited to information on missing-endangered persons, crime trends, wanted persons and other matters of public safety.
- Handle all customer service issues associated with program enforcement. Detailed expectations for customer service, including response times, handling disputes, and communication channels.
- Provide weekly, monthly, annual, and ad hoc reports as required by the City.
- Provide any other services which the Company is capable of providing in the management of premium parking spaces.
- City reserves the right to adjust the number of paid parking spaces at its sole discretion.
- The City also reserves the right to temporarily suspend enforcement along any street, or in any zone, according to the needs of the City. The City will make every effort to provide the COMPANY adequate notice concerning the location and duration of any such suspension or higher level of enforcement.

Collection of Monies and Accounting:

- Collect and account for all collected revenues. Collect payments on citations from the public.
- Deposit all monies collected will be deposited daily in accordance with approved guidelines established by the City, into the City's authorized account.
- Ensure proper accountability and internal control of all monies collected as evidenced by a procedures manual approved by the City.
- Provide any periodic or special financial and operational reports as requested by the City.
- Should any monies collected by the COMPANY be lost, stolen, unaccounted for or otherwise removed without the authorization of the City from the custody and control of the COMPANY prior to their deposit in the City's approved bank account, the COMPANY shall deposit the said amount a sum of money within ninety-six (96) hours of such loss,

theft or removal. Should said loss, theft or removal be insured or otherwise secured by the COMPANY, any payments made to the City on account thereof shall, if appropriate, be reimbursed to the COMPANY. The COMPANY will be liable for all mismanagement of funds.

- Provide a web page for customers to pay citations online through a link on the City's website.
- Assist in the collection of all outstanding citations related to scofflaws.
- Issue late notices for overdue payment of citations and provide follow-up collection services, or if the City has an existing contractual relationship with a preferred collection agency to use the City's collection agency.
- Input all citation data on a daily basis as specified by the City.

Personnel Administration:

- Provide a description of the staffing systems that determine qualifications, training, appearance, and schedules.
- Parking enforcement personnel will demonstrate high ethical standards of conduct and will observe all written rules and regulations concerning their work assignments. Supervisors and field personnel will always maintain phone and/or radio contact to ensure appropriate oversight of parking enforcement activities.
- The uniform must display approved insignia that clearly identifies the wearer as being responsible for enforcing parking violations, managing parking facilities or servicing paid parking spaces.
- The COMPANY shall employ persons who are fully trained, competent, and qualified with the skills and experience necessary to provide the services during the term of this Agreement. The COMPANY is responsible for hiring, training, supervising, and compensating its staff members.
- The COMPANY shall respond to any public complaint within twenty-four hours after receipt of the complaint. In the event a report is received alleging an employee of the COMPANY was discourteous, belligerent, profane, or in any way intimidating, either physically or verbally, the COMPANY will submit a written report to the City within seven days of the date of the report, outlining the complete details of the incident.
- The COMPANY shall assist the City in its efforts to inform the public about the parking program, rules, and regulations.

Installation and Maintenance:

- The COMPANY will be responsible for procuring all equipment and supplies necessary to carry out all operation functions including computers, telephones, vehicles, auditing devices, etc.
- The COMPANY shall Install and maintain parking kiosks and signage in accordance with the City's standards.
- All COMPANY employees will be required to immediately report any damaged, missing or malfunctioning equipment to the appropriate supervisor.
- Implement and follow a regular preventive maintenance schedule for all parking equipment.
- The Company will be liable for any lost, stolen, unaccounted for or damaged equipment.

Proposal Tab C

References – Maximum of 20 Points

Provide a minimum of five references with all contact information including telephone number and email address. If you have any current or past governmental agencies as customers, you are encouraged to list them. It is recommended that references be similar in size to the City or have a minimum of equipment similar to the City. The City prefers references of government agencies with paid parking in a historic downtown area.

Proposal Tab D

Project Budget and Cost – Maximum of 20 Points

Provide a budget that demonstrates the expenses for all products and services. Demonstrate fees that are at a percentage of revenue collected and fees that are at a set rate. Provide a budget that demonstrates projected revenues of the proposed services. Revenues should be listed at gross and net amounts. All pricing shall be on an annual basis for the initial contract term.

Proposal Tab E

Certificates of Insurance: Professional Liability, General Liability, and Workers Comp

Proposal Tab F

Exhibits A-H

Selection Process

The City will use an Evaluation Committee to perform the evaluation of all bona fide proposals. The Evaluation Committee will ultimately determine the top-ranked Proposal for award.

The company selected will have, in accordance with the instructions herein or hereinafter provided, submitted a complete and compelling proposal, submitted and signed, where instructed, the required forms, met the mandatory requirements to the satisfaction of the City. Each proposal will be considered binding and in effect for a period of ninety calendar days following the proposal opening.

AWARD

Award recommendation will be awarded to the most responsive and responsible Respondent offering the best value. The City reserves the right, based upon its deliberations and in its opinion, to accept or reject any or all submittals. The City also reserves the right to waive minor irregularities or variations to the specifications and in the award process.

Successful Respondent is required to have a Business License in the city where their home office is located. If Respondent's business office is located in the City of Fernandina Beach a business tax license is required.

RFP PACKAGE

Request for Proposal Documents and Specifications can be downloaded online at www.fbfl.us/bids. Any questions regarding the RFP package can be directed in writing to Wanda Weaks, Purchasing Agent, at wweaks@fbfl.org.

CONTACT

Specification questions during the submittal period must be submitted in writing to Wanda Weaks, Purchasing Agent, at wweaks@fbfl.org.

Respondents are hereby put on notice that no contact will be made with any of the City Commission members, other City staff, or others that may be involved in the selection process to discuss this request or to influence the outcome of the selection.

ADDENDA

A written response to Respondent questions will be issued via Addendum and posted on the City's website at www.fbfl.us/bids and DemandStar at www.demandstar.com. It is the Respondent's responsibility to check the City's website for Addenda prior to submitting their proposal. The deadline for questions is ten days before proposal opening.

If there is an Addendum it becomes part of the original RFP and must be acknowledged by attaching a copy of the Addendum, signed by an authorized representative of the person or company submitting the proposal. Failure to do so may disqualify the proposal.

GENERAL CONDITIONS OF REQUEST FOR PROPOSAL

1. **PREPARATION OF PROPOSAL –** REQUEST FOR PROPOSAL will be prepared in accordance with the following:
   a. The enclosed Contact Sheet/Proposal Form, attached hereto as "Exhibit A", shall be used when submitting your REQUEST FOR PROPOSAL.
   b. All information required by the Contact Sheet/Proposal Form shall be furnished. The Proposer shall print or type his/her name and manually sign the Form and any continuation sheet on which an entry is made.
   c. Unit prices shall be shown and where there is an error in extension of price, the unit price will govern.
   d. Alternate Proposals will not be considered unless authorized by the Request for Proposal.
   e. Proposers will **not** include federal taxes nor State of Florida sales, excise, and use taxes in prices, as the City is exempt from payment of such taxes. An exemption certificate will be signed where applicable upon request.
   f. Proposers shall make all investigations necessary to thoroughly inform themselves about any and all conditions related to the performance of the contract. Plea of ignorance by the Proposer of conditions that exists or may hereafter exist as a result of failure or omission on the part of the Proposer to make the necessary examinations and investigations, or failure to fulfill in every detail the requirements provided for in the Purchasing Policy, Purchasing Ordinance and/or State and Federal Statutes. The City's Purchasing Ordinance is set forth in Chapter 2-420, *et seq*.
   g. Prices quoted shall be FOB City of Fernandina Beach, Florida with all transportation charges prepaid unless otherwise specified in the Request for Proposal.
   h. Deliveries are to be FOB Destination unless otherwise specified in the Request for Proposal.
   i. Deliveries are to be made during regular business hours.
   j. Proposals and Proposal prices shall be valid for a minimum of ninety (90) days, unless otherwise stated on the REQUEST FOR PROPOSAL.

2. **SUBMISSION OF PROPOSAL**
   a. Proposals and changes thereto shall be enclosed in sealed envelopes and addressed as instructed on the Proposal Form. The name and address of the Proposer, the date and hour of the Request for Proposal opening and the material or service shall be placed on the outside of the envelope.
   b. REQUEST FOR PROPOSAL shall be submitted on the forms furnished. Electronic Proposals will not be considered.

3. **REJECTION OF PROPOSAL**
   a. The City reserves the right to accept or reject any or all Proposals, to waive irregularities and technicalities, and to request resubmission or to re-advertise for the services. The City will be the sole judge of the submittals. The City's decision will be final.

4. WITHDRAWAL OF PROPOSAL

a. Proposals may not be withdrawn after the time set for the opening for a period of time as specified.
b. Proposals may be withdrawn prior to the time set for the opening. Such request shall be in writing.

5. LATE PROPOSAL

a. REQUEST FOR PROPOSAL and modifications received after the time set for the opening will not be considered.
b. Modifications in writing received prior to the time set for the opening will be accepted.

6. LOCAL, STATE, AND FEDERAL COMPLIANCE

a. Proposers shall comply with all local, state, and federal directives, orders and laws as applicable to the REQUEST FOR PROPOSAL and subsequent contract(s) in accordance with the requirements as stated in CFR 200.321, including but not limited to Equal Employment Opportunity (EEO), Minority Business Enterprise (MBE), and Occupational Safety and Health Administration (OSHA) as applicable to this contract.
b. A "Public Entity Crimes Statement", in accordance with Florida Statutes, Section 287.133 (3) (a), on Public Entity Crimes, attached hereto as "Exhibit B", shall be received at the time of the proposal.
c. A "Drug Free Workplace Certification" attached hereto as "Exhibit C", shall be received at the time of the proposal.
d. The City of Fernandina Beach requires that the Proposer selected will not discriminate under the contract against any person, in accordance with federal, state and local government regulations.
e. An "E-Verify Statement" attached hereto as "Exhibit D" shall be received at the time of the proposal.

7. AWARD OF REQUEST FOR PROPOSAL

a. The REQUEST FOR PROPOSAL will be awarded to the most responsive and responsible proposer offering the best value to the City of Fernandina Beach.
b. The City reserves the right to accept and award item by item, and/or by group, or in the aggregate.
c. A written award of acceptance (Purchase Order), mailed or otherwise furnished to the successful Proposer will result in a binding contract without further action by either party.
d. Upon award, for construction projects, the Contractor will be required to complete/execute the City's Contract and General Conditions for Construction Services. An example of the contract can be found on the City's website at www.fbfl.us/bids, Bids and Purchasing web page.
e. Agreement may be cancelled with 60 day notice unless otherwise stated in signed contract documents.

8. NOT RESPONSIBLE FOR COSTS

a. The City will not be responsible for any cost incurred by a prospective Proposer in responding to this REQUEST FOR PROPOSAL.

9. BONDS

a. If the Proposal is less than $100,000 no Proposal Bond or Payment and Performance Bond are required.
b. If Proposal is greater than $100,000 and is for material only, a Proposal Bond is required but no Payment and Performance Bond is required.
c. If the Proposal is $100,000 - $200,000, and is for services, a Proposal Bond is required but no Payment and Performance Bond is required.
d. If the Proposal is greater than $200,000, and is for services, Proposal Bond and Payment and Performance Bond is required.

PROPOSAL BOND:

a. If the Base Proposal or the Base Proposal plus the sum of any alternates fall into the criteria above requiring a Proposal Bond, the Proposer shall enclose a Certified Check or Proposal Bond with each Proposal. A Certified Check or Proposal Bond shall be for an amount not less than five percent (5%) of the Proposal price and shall be made payable to the CITY OF FERNANDINA BEACH as a guarantee that the Proposer will not withdraw its proposal for a period of ninety (90) calendar days after Proposal closing time. Proposal Bonds or Certified Checks will be returned to unsuccessful Proposal within 10 days of proposal award. Successful proposers will receive their Certified Check or Proposal Bond after the contract/agreement has been signed and a Performance and Payment Bond is received.

PERFORMANCE AND PAYMENT BONDS:

a. In the event the Contract is awarded to the Proposer, Proposer will thereafter enter into a written contract with the CITY OF FERNANDINA BEACH and furnish a Payment and Performance Bond in an amount equal to the contract price. The form of the bonds shall be in accordance with Section 255.05 of Florida Statutes. Failing to do so, Proposer shall forfeit its proposal security.

   Payment and Performance Bond shall be secured from or countersigned by an agency or surety company recognized in good standing and authorized to do business in the State of Florida.

   The following exceptions to proposer providing Performance and Payment Bonds are as follows: In lieu of the Performance and Payment Bonds, a contractor may file with the City an alternative form of security in the form of cash, a money order, a certified check, a cashier's check, an irrevocable letter of credit, or a security of a type listed in part II of chapter 625, Florida Statutes. Any such alternative form of security shall be for the same purpose and be subject to the same conditions as those applicable to the bonds. The value of an alternative form of security shall be in the amount of the proposal.

10. PUBLIC INFORMATION

a. All information contained in this Proposal is public information, and as such will be handled in accordance with chapter 119, Florida Statutes.

11. ADDITIONAL INFORMATION

a. The City reserves the right to require Proposers to provide references and information on previous similar experience prior to award of the contract.

12. QUESTIONS

a. Any questions about the REQUEST FOR PROPOSAL should be communicated per instructions in the REQUEST FOR PROPOSAL.

13. INDEMNIFICATION AND INSURANCE

INDEMNIFICATION

The COMPANY agrees to assume liability for and indemnify, hold harmless, and defend the City, its commissioners, mayor, officers, employees, agents, and attorneys of, from, and against all liability and expense, including reasonable attorney's fees, in connection with any and all claims, demands, damages, actions, causes of action, and suits in equity of whatever kind or nature, including claims for personal injury, property damage, equitable relief, or loss of use, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the COMPANY, its agents, officers, companies, subcompanies, employees, or anyone else employed or utilized by the COMPANY in the performance of this Agreement. The COMPANY's liability hereunder shall include all attorney's fees and costs incurred by the City in the enforcement of this indemnification provision. This includes claims made by the employees of the COMPANY against the City and the COMPANY hereby waives its entitlement, if any, to immunity under Section 440.11, Florida Statutes. The obligations contained in this provision shall survive termination of this Agreement and shall not be limited by the amount of any insurance required to be obtained or maintained under this Agreement. Subject to the limitations set forth in this Section, the COMPANY shall assume control of the defense of any claim asserted by a third party against the City and, in connection with such defense, shall appoint lead counsel, in each case at the COMPANY's expense. The City shall have the right, at its option, to participate in the defense of any third-party claim, without relieving COMPANY of any of its obligations hereunder. If the COMPANY assumes control of the defense of any third party claim in accordance with this paragraph, the COMPANY shall obtain the prior written consent of the City before entering into any settlement of such claim. Notwithstanding anything to the contrary in this Section, the COMPANY shall not assume or maintain control of the defense of any third-party claim, but shall pay the fees of counsel retained by the City and all expenses, including experts' fees, if (i) an adverse determination with respect to the third-party claim would, in the good faith judgment of the City, be detrimental in any material respect to the City's reputation; (ii) the third party claim seeks an injunction or equitable relief against the City; or (iii) the COMPANY has failed or is failing to prosecute or defend vigorously the third-party claim. Each party shall cooperate, and cause its agents to cooperate, in the defense or prosecution of any third-party claim and shall furnish or cause to be furnished such records and information, and attend such conferences, discovery proceedings, hearings, trials, or appeals, as may be reasonably requested in connection therewith. It is the specific intent of the parties hereto that the foregoing indemnification complies with Section 725.06, Florida Statutes, as amended. COMPANY expressly agrees that it will not claim, and waives any claim, that this indemnification violates Section

725.06, Florida Statutes, as amended. Nothing contained in the foregoing indemnification shall be construed as a waiver of any immunity or limitation of liability the City may have under the doctrine of sovereign immunity or Section 768.28, Florida Statutes

INSURANCE

Prior to commencement of any work under this Contract and until completion and final acceptance of the work, the CONTRACTOR/VENDOR shall, at its sole expense, maintain the following insurance on its own behalf, and furnish to the CITY certificates of insurance evidencing same and reflecting the effective date of such coverage as follows:

The term "Contractor" as used in the insurance rider, will mean and include Subcontractors of every tier.

A. Worker's Compensation and Occupational Disease Insurance in accordance with the applicable law or laws; Employer's Liability Insurance with limit of at least One Million ($1,000,000) dollars. This includes sole proprietorships and officers of corporations who will be performing work on the job.

B. Commercial General Liability with a combined Bodily Injury and Property Damage limit of not less than ONE Million ($1,000,000.00) dollars per occurrence and TWO Million ($2,000,000) Dollars in the aggregate. The aggregate shall be applicable on a per project basis. Coverage shall include the following perils:

1. Broad Form Blanket Contractual Liability for liability assumed under this Contract and all other Contracts relative to the project.
2. Completed Operations/Products Liability.
3. Broad Form Property Damage
4. Personal and Advertising Injury Liability
5. Independent Contractors
6. Endorsements shall be furnished reflecting the inclusion of the interests of Owner, Construction Manager, General Contractor, Contractor, (your company) , their officers, directors, partners, representatives, agents and employees, and naming each as an Additional Insured on a primary and non-contributing basis.
7. Coverage is to be endorsed to reflect that insurance is to be primary and non-contributory with respect to any other collectable insurance, for the Owner, General Contractor, Contractor, (your company) and all other parties required to be named as additional insureds.
8. Coverage is to be provided on an "occurrence" basis with carriers licensed and admitted to do business in the State of [your state] or otherwise acceptable to the Contractor (your company).
9. A copy of policy and/or endorsement(s) and any other documents required to verify such insurance are to be submitted with the appropriate certificate(s), or upon the request of Contractor (your company). Failure to provide these documents is not to be construed as a waiver of the requirements to provide such insurance.

C. Commercial Automobile Liability Insurance covering the use of all Owned, Non-Owned, and Hired Vehicles with combined Bodily Injury and Property Damage Limit of at least One Million ($1,000,000.00) Dollars.

D. Umbrella I Excess Liability Insurance with a limit of no less than One Million ($1, 000,000) minimum per occurrence.

E. During the term of this agreement, (if applicable) the Contractor/Vendor will carry Professional Liability Insurance which will cover liability for any damage or non-performance on account of any error, omission, or other provable negligence caused by the Contractor/Vendor. The amount of insurance shall not be less than One Million ($1,000,000) per occurrence and aggregate.

F. Loss Deductible – If the insurance of any CONTRACTOR/VENDOR contains deductible(s), penalty(s) or self-insured retention(s), the CONTRACTOR/VENDOR Whose insurance contains such provision(s) shall be solely responsible for payment of such deductible(s), penalty(s) or self-insured retention(s).

G. Where an Off Project Site Property exposure exists, the Contractor at its sole expense shall furnish to the Owner and Contractor (your company) Certificates of Insurance and other required documentation evidencing the following coverage which will provide for the interests of [Name of Owner], [Name of General Contractor] and (your company) to be named as Loss Payees and will contain a provision requiring the insurance carriers to waive their rights of subrogation against all indemnities' named in the contract.
"All Risk" Property Insurance on all materials, equipment and supplies intended to become a permanent part of the construction stored on premises away from the project site and while in transit, until actually delivered to the project site. Coverage is to be provided on a replacement cost basis.

H. The above insurances shall each contain the following wording verbatim: "[Name of Owner], [Name of General Contractor] , and (your company) are interested in the maintenance of this insurance and it is agreed that this insurance will not be canceled , materially changed or not renewed without at least a thirty (30) day advance written notice to [Name and address of Owner] , [Name and address of General Contractor] and [Name and address of your company] by certified mail-return receipt requested ."

I. The amount of insurance contained in the aforementioned insurance coverages will not be construed to be a limitation of the liability on the part of the Subcontractor or any of its Subcontractors.

J. The Contractor shall file certificates of insurance prior to the commencement of work with the Owner and the General Contractor which will be subject to the Owner, General Contractor and (your company) approval of adequacy of protection and the satisfactory character of the Insurer.

K. Any type of insurance or any increase of limits of liability not described above which the Subcontractor requires for its own protection or on account of statute shall be its own responsibility and at its own expense.

L. The carrying of the insurance described shall in no way be interpreted as relieving the Contractor or Subcontractor of any responsibility of liability under this Contract.

M. Any policies effected by the Contractor on its Owned and/or Rented Equipment and Materials shall contain a provision requiring the insurance carriers to waive their rights of subrogation against the [Name of Owner], [Name of General Contractor], [Name of Contractor (your company)] and all other indemnities named in the Contract.

N. Should the Contractor engage a Subcontractor, the same conditions will apply under this contract to each Subcontractor, however, the retained Subcontractor shall be required to maintain limits of liability of not less than One Million ($1,000,000.00) Dollars per occurrence and Two Million ($2,000,000) Dollars in the aggregate, with said limits applicable on a per project basis, or such greater limits as may be required by the retaining Subcontractor.

14. PAYMENT

Payment due hereunder shall be made by the City to CONTRACTOR/VENDOR in accordance with the Florida Prompt Payment Act. Florida Statute 218 Section 74.

15. PROPOSAL PROTESTS

Proposal protest conditions and procedures are in accordance with City Ordinances – Part 2, Chapter 2, Article VII, Division 2, Section 2-444.

16. FEDERAL GRANT MONEY

In the event this project is funded with federal grant monies, CONTRACTOR/VENDOR may not participate in the proposal if CONTRACTOR/VENDOR is listed in the Excluded Parties List System (EPLS) a federal suspension and debarment listing. The Federal Government's Excluded Parties List System (EPL) is located at, including but not limited to, https://www.sam.gov/portal/SAM/. CONTRACTOR/VENDOR shall include copy of search results with bid or proposal.

17. LOBBYING

a. Lobbying is defined as any action taken by an individual, firm, association, joint venture, partnership, syndicate, corporation, and/or all other groups who seek to influence the governmental decision of a Board Member, the City Manager, and/or any City Personnel during the solicitation process. The lobbying black-out period commences upon the issuance of this solicitation and concluded upon the signing of the agreement. CONTRACTORS shall not contact any Commission Member and/or any requesting or evaluating Department/Office personnel during said black-out period. All questions and procedural matters shall be directed to the City Manager. The City Commissioners and/or the City Manager may disqualify any solicitation response where any Commissioner, the City Manager, and/or City Personnel have been lobbied in violation of the black-out period.

EXHIBITS

EXHIBIT "A"	**Contact Sheet**
EXHIBIT "B"	**Public Entity Crimes**
EXHIBIT "C"	**Drug-Free Workplace Certification**
EXHIBIT "D"	**E-Verify Statement**
EXHIBIT "E"	**Proposer Acknowledgements and Agreements**
EXHIBIT "F"	**Conflict of Interest**
EXHIBIT "G"	**Non-Collusion Affidavit**
EXHIBIT "H"	**Disputes Disclosure**

EXHIBIT "A"

CONTACT SHEET

Name: _____

Federal Taxpayer ID: _____

Mailing Address: _____

City, State, & Zip Code: _____

Telephone: _____ **Fax:** _____

Email: _____

Submitted By: _____

Title: _____

Accounting Contact:

Name: _____**Title:** _____

Email Address: _____ **Phone:** _____

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "B"

SWORN STATEMENT UNDER F.S. SECTION 287.133(3) (A), ON PUBLIC ENTITY CRIMES

THIS FORM SHALL BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid, Proposal or Contract for _____.

2. This sworn statement is submitted by (entity) _____ whose business address is _____ and (if applicable) Federal Employer Identification Number (FEIN) is _____(If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

3. My name is_____and my relationship to the entity named above is _____.

4. I understand that a "public entity crime" as defined in Paragraph 287.133(a) (g). Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or any agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in paragraph 287.133(a) (b), Florida Statutes, means finding of guilt or a conviction of a public entity crime with or without an adjudication of guilt, in any federal or state trial court of records relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1) (a), Florida Statutes, means:

   1. A predecessor or successor of a person convicted of a public entity crime; or

   2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The City of Fernandina Beach, Florida ownership by one of shares constituting a controlling income among persons when not for fair interest in another person, or a pooling of equipment or income among persons when not for fair market value under a length agreement, shall be a prima facie case that one person controls another person. A person who was knowingly convicted of a public entity crime, in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of the state or of the United States with

the legal power to enter into a binding contract for provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)

____ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. (Please attach a copy of the final order.)

____ The person or affiliate was placed on the convicted FIRM list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in public interest to remove the person or affiliate from the convicted FIRM list. (Please attach a copy of the final order.)

____ The person or affiliate has not been placed on the convicted FIRM list. (Please describe any action taken by, or pending with, the Department of General Services.)

_____
Signature Date:

STATE OF FLORIDA
COUNTY OF _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this ___ day of _____, 20___, and is personally known to me, or has provided _____ as identification.

_____
Notary Public
My Commission expires: _____

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "C"

DRUG-FREE WORKPLACE CERTIFICATION

The below-signed INDIVIDUAL/FIRM certifies that it has implemented a drug-free workplace program. In order to have a drug-free workplace prepare, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.

2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.

3. Give each employee engaged in providing the commodities or services a copy of the statement specified in paragraph 1.

4. In the statement in paragraph 1., notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of nolo contendere to, any violation occurring in the workplace no later than five (5) working days after such conviction.

5. Impose a sanction on or require fine satisfactory participation in drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.

6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I Certify that this firm complies fully with the above drug-free workplace requirements.

COMPANY: _____

CITY: _____ STATE: _____ ZIP CODE: _____

SIGNATURE: _____PHONE: _____

NAME (TYPED OR PRINTED): _____TITLE: _____

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "D"

E-VERIFY STATEMENT

Bid/Proposal Number: _____

Project Description: _____

_____

I/FIRM acknowledges and agrees to the following:

I/FIRM will utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

1. All persons employed by the FIRM during the term of the Contract to perform employment duties within Florida; and

2. All persons assigned by the FIRM to perform work pursuant to the contract with the Department.

Individual/Company/Firm: _____

Authorized Signature: _____

Title: _____

Date: _____

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "E"

PROPOSER ACKNOWLEDGEMENTS AND AGREEMENTS

The undersigned, as an employee or agent of the Proposer, having the authority to sign a binding agreement on behalf of the corporation, company, or firm presenting this submittal, confirms understanding and/or agreement and/or takes exception with any statement in the following sections of this RFP document.

1. INTRODUCTION AND GENERAL INFORMATION
   Understands and agrees to all terms.

2. PROPOSAL INSTRUCTIONS, TERMS AND CONDITIONS
   Understands and agrees to all terms.

3. EVALUATION AND CONTRACT OVERVIEW
   Understands and agrees to all terms.

4. PROPOSER'S RESPONSE: SUBMITTAL INFORMATION
   Understands and agrees to all terms.

5. PROPOSER'S RESPONSE: PROPOSED TEAM
   Understands and agrees to all terms.

6. PROPOSER'S RESPONSE: PROPOSED COMPENSATION
   Understands and agrees to all terms.

Name: _____Title: _____

Signature: _____Date: _____

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "F"

CONFLICT OF INTEREST STATEMENT

This sworn statement is submitted with Bid, Proposal or Contract for _____.

This sworn statement is submitted by (entity) _____ whose business address is _____ and (if applicable) Federal Employer Identification Number (FEIN) is _____ (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

My name is_____and my relationship to the entity named above is_____.

1. The above-named entity is submitting a Proposal for the City of Fernandina Beach.
2. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
3. The Affiant states that only one submittal for the above proposal is being submitted and that the above-named entity has no financial interest in other entities submitting proposals for the same project.
4. Neither the Affiant nor the above- n a m e d entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
5. Neither the entity not its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
6. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
7. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Fernandina Beach.
8. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of Fernandina Beach.

9. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above-named entity, will immediately notify the City of Fernandina Beach.

_____
Signature Date:

STATE OF FLORIDA
COUNTY OF _____
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this _____, 20_____, and is personally known to me, or has provided _____ as identification.

_____ My Commission expires: _____
Notary Signature

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "G"

NON-COLLUSION AFFIDAVIT

This sworn statement is submitted with Bid, Proposal or Contract for _____.

This sworn statement is submitted by (entity) _____ whose business address is _____ and (if applicable) Federal Employer Identification Number (FEIN) is _____(If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

My name is_____and my relationship to the entity named above is_____.

1. The above named is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

2. Such Proposal is genuine and is not a collusive or sham proposal;

3. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Fernandina Beach, Florida or any person interested in the proposed Contract; and

4. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

_____

Signature Date:

STATE OF FLORIDA
COUNTY OF _____
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this ___day of _____, and is personally known to me, or has provided _____ as identification.

_____ My Commission expires: _____
Notary Signature

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "H"

DISPUTES DISCLOSURE FORM

Answer the following questions by placing as "X" after "YES" or "NO". If you answer "YES", please explain in the space provided, or via attachment.

Has your firm or any of its officers, received a reprimand of any nature or been suspended by the Department of Professional Regulations or any other regulatory agency or professional association within the last five (5) years?
YES___ NO____

Has your firm, or any member of your firm, been declared in default, terminated or removed from a contract or job related to the services your firm provides in the regular course of business within the last five (5) years?
YES_____NO_____

Has your firm had against it or filed any request for equitable adjustment, contract claims, bid protest, or litigation in the past five (5) years that is related to the services your firm provides in the regular course of business?
YES_____NO_____

If yes, state the nature of the request for equitable adjustment, contract claim, litigation, or protest, and state a brief description of the case, the outcome or status of the suit and the monetary amounts or extended contract time involved.

I hereby certify that all statements made are true and agree and understand that any misstatement or misrepresentation or falsification of facts shall be cause for forfeiture of rights for further consideration of this proposal for the City of Fernandina Beach.

_____

Firm Date

_____

Authorized Signature Printed or Typed Name and Title

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034

ADDENDUM No. 1

The following changes are applicable to the original documents and specifications of **RFP 25-05**. This Addendum No.1 now becomes part of the original Request for Proposal and shall be acknowledged by attaching a copy of this Addendum, signed by an authorized representative of the person or firm submitting the response. Failure to do so may disqualify the response submittal.

Submitters shall thoroughly familiarize themselves with the contents of this Addendum before submitting the response.

NAME: _____TITLE: _____

ADDRESS: _____

CITY: _____STATE: _____

AUTHORIZED SIGNATURE: _____DATE: _____

- Evaluation criteria change.

Criteria	Weight
Qualifications/Experience of Company	30
Performance Delivery Plan	30
References	20
Project Budget and Cost	20
	100

- In the cost proposal budgets, should vehicles, LPR units and any other items that would be considered capital expenditures be amortized over 36 months or 60 months? **All equipment should be purchased/maintained/owned by the Contractor. The City anticipates that the contract will have an initial period of three (3) years with two (2) options to renew at two (2) years each for a total of seven (7) years with a projected start date of October 1, 2025.**

- If the contract is not extended and there are still unamortized costs, will the city reimburse the operator? **Reimbursements will be determined during contract negotiations.**

- Who will own the vehicle, LPR unit, etc. at the end of the contract term, the City or the Contractor? **All equipment should be purchased/maintained/owned by the Contractor.**

- Please confirm what type of agreement the City is looking for. Is it a Rev Share or is it a management agreement with a fixed management fee plus reimbursable operating expenses? **Proposer should present the option that is in the best interest of the City.**

- Will there be available office space for the contractor to use? **The City will not provide office space; however, there is rentable office space available within the Downtown area.**

- If the contractor has to provide their own office space, does it have to be in a certain general location and available to the public for customer service? **There are no requirements for office space within this RFP.**

- Will there be available parking spaces for enforcement vehicles? **The City will assist in providing parking for enforcement vehicles.**

- Please confirm the City will be the Merchant of Record **Yes**

- Who is the City's preferred collections agency? **The vendor the City prefers is Contract Callers.**

- Can the City describe what type of DOT interface they are seeking with the selected Digital Enforcement system? Is an integration with the Florida Department of Highway

Safety and Motor Vehicles for the purposes of registered owner lookups and registration holds sufficient? **The purpose of this interface is to be able to send parking citations to the registered address.**

- Would all 39,000 residents be eligible for a digital permit, which could allow for free parking for all Fernandina Beach residents? **The company should make a recommendation on annual permits that provides benefits (discounts) to residents.**

- We see the "3 Hours Parking" signs all across the city have been removed. Is it the City's intent to introduce incremental rates instead of the 3-hours time limit? If so, do you have rates in mind that you would envision charging? We need to understand the rates in order to create a revenue proforma. **The 3-hr parking signs were removed because the City has no means to enforce. The company should provide a recommendation on hourly rates, annual permits, and parking times to the City.**

- Those signs reflected enforcement from 7am to 7pm. Does the City wish to keep this schedule and if so, is it for seven (7) days per week? If you envision another schedule can you please share it? **The 3-hr parking signs were removed because the City has no means to enforce. The company should provide a recommendation on parking times to the City.**

- The RFP states all revenues will be deposited in a City controlled account. Would the successful bidder have access to this account, along with the ability to make withdrawals to cover operating expenses? **The company will not have the ability to withdraw funds from a City account. It is anticipated that the City will receive net revenue deposits from the Company.**

- There is the mention of "kiosks" on page 6 of the RFP, Scope of Work. Kiosk usually refers to a multi-space meter that a parker would approach on foot, making payment for their parking session. Is it the City's desire that the successful bidder mount these devices on certain block faces in the enforcement zone? And if these devices are

desired, will the City purchase them or expect the successful bidder to make that purchase? **The company is responsible for supplying, installing, and maintaining kiosks if they are recommended by the proposer and agreed upon by the City.**

- Within the zone outlined in red and showing as Exhibit A, there are a number of surface lots. See signs below. It is our understanding that these lots will also be a part of the enforcement program, in addition to the on-street spaces and Marina Lots. Can you verify we are correct about this assumption? **Yes, these surfaces are part of the premium paid parking zone**

CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

- The new program will require informational signs to notify the public of the program and the new parking rates. This could mean the installation of 250 signs at a ratio of 1 every 3 spaces, for example. Will the City generate and install these signs? **The company will be responsible for supplying, installing, and maintaining all signage. The Downtown area is part of the City's Historic District and signage will need to be a coordinated effort with the City.**

- Would the City provide an office for the successful enforcement company or would the company have to rent office space? **The City will not provide office space; however, there is rentable office space available within the Downtown area.**

- Would the City be willing to bring 110 power to two (2) points in each of the Marina lots? This would be needed to power new technology on those locations. **There is 110v available in both parking lots**

- Can you please verify the financial statements are kept confidential throughout this process? **Under Florida Public Records Law the statements would become available once the bid is awarded. Banking information would be redacted. Please refer to Florida Statute (119.071, Sub 1, Sub B2)**

Elite Parking
Services of America

RFP 25-05

CITY OF FERNANDINA BEACH

PARKING MANAGEMENT SERVICES

DATE:
5 June 2025

PROPOSED BY:
Elite Parking Services

Cover letter

Elite Parking
Services of America

COVER LETTER

This cover letter introduces Elite Parking Services and outlines our qualifications to serve as the parking operator for the City of Fernandina Beach.

Parking Management Services for the City of Fernandina Beach

Elite Parking Services
76 South Laura Street, Suite 1702
Jacksonville, Florida 32202
+1-904-297-4437

June 5, 2025

City Clerk's Office
RE: Parking Management Services - RFP 25-05

To the City of Fernandina Beach,

Elite Parking Services is proud to submit our proposal to help the City implement and manage a modern, revenue-generating parking program that balances visitor access with resident protection. **As a Florida-based leader in municipal parking operations,** we know what matters to you: creating sustainable revenue streams, improving space utilization, and delivering a parking experience that reflects the charm and needs of Fernandina Beach. And we don't just understand those goals, we've built successful, community-first parking programs around them.

This proposal provides a detailed look at our operational strategy, local engagement plan, and commitment to delivering a **modern, fair, and scalable parking program** that aligns with Fernandina Beach's vision for managed growth and quality of life.

Why Elite Parking Services

Founded in 2006 and **headquartered just less than an hour away in Jacksonville**, Elite Parking Services is North Florida's largest parking management company. **Unlike national vendors, we're both your neighbors and your long-term partners.** Our **extensive experience with regional municipalities** means we understand the nuances and expectations of residents, tourism demands, and budget realities. This allows us to not only offer highly localized solutions, but also on-the-ground support and rapid response times unmatched by out-of-town operators.

We stand apart as the only parking management firm in the U.S. offering a fully integrated, technology-driven parking management system developed entirely in-house, eTrac. That plus our uniquely local perspective, real-time operations center, and flexible program design allow us to bring **innovative ideas** tailored to Fernandina's specific needs that range from *economy employee parking lots served by city circulators* to *seasonal rate adjustments and custom resident permits.*

Unmatched Technological Leadership and Innovation

Our state-of-the-art, proprietary eTrac system was designed specifically to modernize and streamline municipal parking operations. Built in-house, **eTrac is tailored to address the real-world challenges of municipalities like Fernandina Beach** that seek transparency, automation, and community-first solutions.

eTrac delivers a full digital ecosystem that eliminates manual inefficiencies, reduces administrative burden, and gives the City complete control and visibility over its parking program. Besides, eTrac empowers the City with:

- **Real-time occupancy monitoring** across key downtown zones, helping the City respond to peak tourism surges and adjust enforcement or pricing as needed

- **License Plate Recognition (LPR)** and **ticketless enforcement**, allowing for faster compliance checks and fewer disputes—all without physical permits or tickets
- **Dynamic pricing tools** to manage demand intelligently, including seasonal adjustments and special event strategies
- **Live financial dashboards** showing up-to-the-minute revenue performance by zone, meter, or time period
- **Resident permit management** integrated directly into the system, protecting access for locals and streamlining the application, renewal, and verification process
- **24/7 remote support and oversight** through our Jacksonville-based **eCommand Center**, ensuring quick resolution of issues and continuous performance tracking

Tailored, Flexible, and Forward-Thinking

What sets Elite apart is **our ability to customize**, not just copy-paste a generic solution. We work with you to **design programs that fit your town, your people, and your seasonality**. Our proposal includes multiple scalable service options, including:

Shared-Use, Shared-Revenue Partnerships

Collaborate with hotels like the Hampton Inn and downtown businesses to open up underused private lots during peak periods. Elite manages access and enforcement using our license plate technology, while both the City and participating businesses share in the revenue.

Satellite Parking + Circulator Connection

Ease downtown congestion by directing visitors and employees to designated off-site parking areas connected to existing or proposed circulator services. With clear signage and app integration, we ensure these lots feel just as convenient as curbside spots,while freeing up prime real estate for visitors and shoppers.

Dynamic, Event-Based Pricing Models

From festivals to seasonal weekends, Elite's system enables pricing to adjust in real time based on demand, encouraging turnover, reducing congestion, and maximizing revenue without frustrating residents.

Community-First Resident & Employee Permit Programs

Offer flexible permitting options tailored to different zones and user types – such as downtown employees, beachside residents, or seasonal guests. With tiered pricing and digital permits linked to license plates, we ensure compliance without the hassle of decals or in-person applications.

We bring the structure, but **you set the tone**. We're here to build something for you, with you.

Our Understanding of the City's Goals

We know that **Fernandina Beach's parking program** must do more than just manage curbside activity. It must also:

1. **Generate sustainable, non-tax revenue** to fund essential services and infrastructure
2. **Improve accessibility** for residents, visitors, and businesses

3 **Protect residents** from the downsides of over-tourism with fair, intelligent permitting

4 **Modernize enforcement and update parking policies** for today's needs

5 **Reduce traffic, promote walkability**, and support a vibrant downtown

6 **Increase safety** by reducing circling and improving visibility and pedestrian flow

At Elite we don't just understand these priorities, we build tailored solutions to deliver them.

Tailored Solutions for the City of Fernandina Beach

At Elite Parking Services, we specialize in delivering **tailored, community-focused parking solutions** designed to meet the specific needs of our partners. For the City of Fernandina Beach, we will:

STREAMLINE OPERATIONS

Implement advanced parking technology and optimized management processes to ensure smooth and efficient parking operations.

ENHANCE SAFETY AND ORGANIZATION

Use clear signage, delineated spaces, and active monitoring to create a safer and more organized parking environment.

REDUCE CONGESTION

Develop strategies to encourage off-street parking, balancing demand across available facilities.

MAXIMIZE REVENUE

Implement transparent cash controls, efficient citation collection, and dynamic pricing strategies to ensure the program's financial sustainability.

FOSTER ACCESSIBILITY

Provide designated parking areas for specialized vehicles, making parking more accessible for all users.

Why Elite is the Right Partner for Fernandina Beach

Elite Parking Services offers **the perfect combination of experience, advanced technology, and customer-centric solutions** to meet the unique parking operational needs of Fernandina Beach. Our approach delivers:

Local Expertise, Regional Strength: As the largest operator in the region, we understand the unique dynamics of downtown districts in Florida. We have a deep bench of experienced personnel, strong vendor relationships, and hands-on knowledge of community engagement in coastal municipalities.

Proven Downtown Implementation Experience: We've helped cities implement and manage successful paid parking programs with: Enforcement aligned with municipal code | Custom resident permit systems | Smart signage and kiosk deployments | Contactless, user-friendly payment solutions

Transparent Financials: Real-time dashboards, dynamic forecasting, and fully accountable revenue reporting.

Technology You Can Count On: Our proprietary eTrac platform offers a complete digital parking ecosystem – from license plate tracking and real-time occupancy monitoring to ticketless enforcement and live reporting dashboards. eTrac replaces manual processes, reduces errors, and gives the City full transparency and control.

24/7 Remote Oversight: Through our eCommand Center, we provide constant support, issue resolution, and service monitoring, minimizing the need for heavy on-site management while maximizing consistency.

Elite Parking Services is uniquely positioned to support Fernandina Beach in developing a sustainable, transparent, and community-supported parking program. **We combine the local presence of a neighbor with the technical and operational capabilities of a national-scale provider**. Our extensive experience in municipal environments, proprietary technology, and commitment to service make us the ideal partner to help the City implement, manage, and evolve a paid parking system tailored to its unique character and needs.

We appreciate the opportunity to submit this proposal and welcome the chance to discuss how Elite Parking Services can contribute to the continued success of the City of Fernandina Beach's parking operations. Thank you for considering Elite Parking Services for this opportunity.

Sincerely,

Dane Grey
President & CEO, Elite Parking Services

Contact information: DaneGrey@eliteparkingsoa.com | +1 (904) 297-4437

****Elite acknowledges that this response is based on the terms outlined in the RFP and all amendments thereto posted on the buyer's website as of the date of the response, and the contractor will be responsible for monitoring the buyer's website for subsequent amendments and for either maintaining, amending, or withdrawing the response prior to the response due date based on those subsequent amendments.****

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Qualification

Elite Parking
Services of America

PROPOSAL TAB A

QUALIFICATIONS AND EXPERIENCE OF COMPANY

A comprehensive look at Elite including who we are and our operational model. This section highlights what differentiates Elite from traditional parking operators and why our integrated, technology-powered approach makes us the right partner for the City of Fernandina Beach.

Parking Management Services for the City of Fernandina Beach

ABOUT ELITE PARKING SERVICES
YOUR LOCAL, FULL-SERVICE PARTNER IN PARKING TRANSFORMATION

Elite Parking Services is **the only fully integrated, technology-driven** transportation and parking management provider in North America. Since 2006, we have redefined industry standards by combining operational expertise with proprietary technology, such as our eTrac platform, to deliver **smarter, more reliable, and more cost-efficient** parking solutions.

As the largest operator in North Florida and a **national leader in the industry**, our mission is to revolutionize parking operations through automation, data-driven decision-making, and an unwavering focus on customer satisfaction and financial performance.

Headquartered in Jacksonville, we bring our proven service model and **nearly 20 years of experience operating and consulting for municipalities across the Southeastern U.S.**, with a record of success in complex downtown environments. For us, parking management is more than just a simple operation, it is a partnership. From strategic planning to day-to-day execution, we help cities like Fernandina Beach design **smarter, more resident-friendly parking systems that drive revenue, improve access, and build public trust.**

15 states served

Based from Jacksonville, Florida

+650 employees

COMMITMENT TO INNOVATION

At Elite Parking Services, innovation isn't just a buzzword, it's the foundation of how we deliver **smarter, more efficient municipal parking programs**. In communities like Fernandina Beach, where operational efficiency, visitor satisfaction, and financial accountability are all top priorities, our approach is uniquely suited to drive results.

Elite is **the only U.S. parking operator** offering a proprietary, cloud-based platform, **eTrac**, purpose-built to **simplify management, enhance transparency, and maximize revenue for cities**. Whether it's enforcing time limits, monitoring occupancy, issuing citations, or tracking meter performance, **eTrac delivers the real-time data and tools municipalities need to maintain full control while reducing manual effort and administrative overhead.**

With **eTrac**, there's no need for outdated hardware or clunky manual processes, just smart, reliable parking operations backed by continuous insight and 24/7 support.

A TURNKEY SOLUTION FOR FERNANDINA BEACH

Elite Parking Services delivers a **fully integrated, turnkey parking solution** designed specifically for small to mid-sized cities like Fernandina Beach. Our comprehensive model makes it easy for the City to implement **a modern, scalable, and efficient parking program, with no heavy lift required by City staff.**

From planning and implementation to enforcement and revenue collection, **we manage it all, while ensuring the City retains full transparency and decision-making control**.

Our solution includes:

Customized program design based on Fernandina Beach's unique goals, traffic patterns, and local character

License plate-based enforcement with real-time compliance tracking

Mobile payment support to reduce friction for users

Live revenue dashboards and financial reporting to maximize returns and support accountability

Trained staff to ensure smooth daily operations and positive community interaction

Ongoing performance review and optimization, including seasonal adjustments and special event planning

With Elite, Fernandina Beach gets more than a parking operator, it gets a **strategic partner dedicated to delivering a streamlined, future-ready parking program** that supports tourism, business vitality, and the City's long-term mobility goals.

3 THINGS THAT MAKE ELITE STAND OUT FROM OTHER PARKING OPERATORS

1 Service Delivery Model (Elite Operating System)

EOS is Elite's structured, proven methodology **designed to optimize service performance, accountability, and operational transparency**. Tailored for municipal parking environments like Fernandina Beach, EOS ensures every aspect of the service is aligned with the City's objectives, driving **efficiency, consistency, and continuous improvement** across all operations. *More information about Elite's proven process, performance metrics, and reporting structure can be found in Tab B of this proposal.*

2 Smart Technology Platform (eTrac)

Built specifically for modern parking management, **eTrac** is Elite's proprietary, cloud-based platform that **replaces outdated manual processes with a fully digital system**, tracking, managing, and reporting on every aspect of service delivery in **real time**.

From the moment a vehicle enters a paid parking space to the moment it exits, **eTrac** captures and logs every transaction, enforcement action, payment, and customer interaction. This data is delivered through a secure, user-friendly dashboard, giving the City of Fernandina Beach **complete visibility into daily operations**, without relying on manual reporting or guesswork.

With built-in automation, real-time alerts, license plate recognition integrations, and predictive analytics, **eTrac** ensures **Fernandina Beach's parking operations remain efficient, transparent, and aligned with the City's goals** around revenue generation, customer service, and compliance.

Critically, eTrac empowers City staff to make **faster, more informed decisions using live, data-backed insights**. It also allows Elite to dynamically adjust staffing levels based on real-time demand, reducing costs while maintaining service excellence. The result is a **smarter, leaner, and more accountable parking operation** that's built for long-term success.

eTrac's Key Benefits:

1 **REAL-TIME MONITORING**

eTrac provides live tracking of parking occupancy, shuttle locations, and even revenue streams, allowing operators to monitor and manage operations from anywhere. This ensures that any issues can be addressed immediately, improving service reliability and reducing downtime.

2 **AUTOMATED REPORTING**

Elite clients have direct, independent access to reports on operations, performance, and financial metrics through eTRAC. This eliminates the need for manual data entry and ensures clients have the most up-to-date insights on their service, helping them make informed decisions.

3 **IMPROVED CUSTOMER EXPERIENCE**

By offering real-time updates and notifications on service changes, vehicle availability, and wait times, eTrac enhances the overall experience for customers, keeping them informed and reducing frustration.

4 **PREDICTIVE MAINTENANCE**

By using telematics and condition-based monitoring, we can anticipate maintenance needs, preventing vehicle breakdown, and reduce vehicle downtime, ensuring a smooth operation and an uninterrupted service.

5 **ENHANCED REVENUE CONTROL**

The platform's automation capabilities reduces human error and fraud risk, ensuring revenue is captured in real time and providing full transparency.

6 **COST SAVINGS**

By automating many operational tasks and using data to optimize processes, eTrac helps reduce costs associated with manual labor, inefficiencies, and equipment downtime, leading to significant savings over time.

3 Approach to Automation (eCommand)

Elite supports the City of Fernandina Beach with **unmatched remote oversight and operational coordination** through **eCommand, our 24/7 centralized monitoring hub**. This advanced system ensures seamless, uninterrupted parking operations by monitoring transactions, occupancy levels, enforcement activity, and customer interactions in real time, **enabling immediate adjustments and rapid issue resolution without requiring on-site escalation.**

Unlike traditional management approaches that rely solely on local personnel, eCommand can handle up to 90% of on-site management functions remotely. This reduces overhead, improves response time, and ensures Fernandina Beach receives consistent, high-quality service aligned with the City's operational goals. From optimizing staffing and monitoring compliance to managing maintenance alerts and resolving customer issues, **eCommand keeps every aspect of the downtown parking program running efficiently and transparently.**

OUR CAPABILITIES AT A GLANCE

Elite Parking Services delivers comprehensive parking management solutions, including:

Parking Management
Comprehensive management of parking operations, including enforcement, revenue control, and facility optimization.

Parking Enforcement
Equitable and consistent enforcement designed to promote compliance and safety while maintaining a professional and friendly approach.

Revenue Collection and Real-Time Reporting
Precise, transparent, and timely accounting reports to support the City's financial goals. Instant access to operational data empowers decision-makers with actionable intelligence.

Equipment Installation and Maintenance
Expert installation and upkeep of parking equipment and signage, with a focus on minimalized hardware solutions.

Cloud-Based Technology Solutions
Advanced software systems for payment, enforcement, and data analysis, minimizing reliance on physical infrastructure.

Customer-Focused Services
Delivering a seamless and inclusive experience for all users by offering a variety of payment options, including digital platforms and non-digital methods to ensure accessibility for all.

Comprehensive Citation Management
Equitable enforcement with streamlined appeals and collections processes, ensuring compliance and transparency.

Data-Driven Recommendations
Ongoing analysis and actionable insights to optimize rates, ordinances, and parking space utilization.

Event Parking Planning and Execution
Elite provides comprehensive event parking solutions, including advanced reservations, real-time traffic management, and staff deployment to ensure smooth entry and exit.

Valet Parking Operations Management
Seamlessly managed valet services that enhance customer convenience while optimizing parking space utilization.

WHY ELITE IS THE RIGHT PARTNER FOR THE CITY OF FERNANDINA BEACH

THE VALUE WE BRING TO THE CITY THAT OTHERS DON'T

At Elite Parking Services, we go beyond the basics of meter installation and enforcement. We deliver a **comprehensive, future-ready parking program that's built to serve your residents, support your businesses, and grow sustainable revenue**, without burdening taxpayers or compromising Fernandina Beach's historic charm and visitor appeal.

Here's why **Elite** is the right partner for **Fernandina Beach's Downtown Paid Parking Program**:

Real-Time Transparency Through Technology

With our proprietary **eTrac** platform and 24/7 **eCommand** Center, the City gains complete operational visibility, including live insights into transactions, occupancy trends, payment compliance, enforcement activity, and more. Every decision is backed by data you can trust.

Frictionless, Resident-First User Experience

Our fully digital system replaces outdated pay stations with a **mobile-first solution** that makes it easy for visitors to pay, extend time, or find open spaces. For residents, we build customized permit programs that are accessible, intuitive, and respectful of their needs.

Smart Staffing and Enforcement Optimization

We don't just staff operations, we deploy trained professionals, enforcement officers, and support teams based on real-time activity, peak hours, and event patterns to ensure coverage when and where it's needed most, all of this **without bloating labor costs**.

Remote Oversight with Local Sensitivity

Through **eCommand**, our centralized operations hub, we provide rapid-response management and supervision that most providers can't match. This reduces on-site escalation, improves resolution times, and protects City resources.

Seamless Turnkey Solution

From community education to signage, wayfinding, customer support, compliance monitoring, data analysis, and reporting, **Elite manages the entire program as a cohesive, turnkey solution**.

Revenue Growth Without Gentrification

We help cities like Fernandina Beach fund infrastructure improvements and city services by **unlocking sustainable revenue streams that don't rely on raising taxes or introducing disruptive changes**.

ELITE'S PROPOSAL DIRECTLY ANSWERS THE CITY'S KEY QUESTIONS

1 How can the City generate as much revenue as possible without increasing taxes?

Elite delivers a modern, streamlined parking program that increases payment compliance, optimizes space turnover, and introduces revenue-enhancing add-ons like dynamic pricing and digital permit systems, all of which **maximize income without penalizing residents**.

2 How can we protect and engage business, stakeholders, and residents without negative impact?

Elite's resident-friendly approach includes local permit zones, digital guest passes, merchant validations, and educational outreach. We make sure residents and businesses are partners, not victims, of this transition.

3 How does the City know which program is the right one when providers all look similar on paper?

Elite stands apart with our **in-house technology**, centralized command center, proven downtown deployment experience, and data transparency. Everything we offer is measurable, real-time, and responsive.

4 How does the City prove to key stakeholders that this is the right move?

We provide a full suite of dashboards, reports, and KPIs that track financial performance, occupancy rates, community compliance, and satisfaction. Your team will have the tools to report results clearly and confidently.

ALIGNING WITH THE CITY'S OBJECTIVES

Elite Parking Services understands that the City of Fernandina Beach is seeking more than just a vendor, **the City is seeking a strategic partner capable of delivering a parking program that supports community goals, preserves the charm of its historic downtown, and delivers measurable results.**

Our proposal directly addresses the broader civic objectives that typically drive municipal parking initiatives. We are committed to helping the City:

Generate Sustainable Revenue Without Raising Taxes

Elite's parking programs are designed to **create a reliable, self-sustaining source of revenue** that directly contributes to city services, infrastructure improvements, and economic development without burdening taxpayers. Our optimized pricing models and enforcement **technology ensure every transaction is accounted for and every revenue opportunity maximized.**

Improve Parking Accessibility for Visitors, Businesses, and Residents

We use real-time data and occupancy analytics to increase turnover, reduce cruising for parking, and ensure availability across priority zones. Our customer-friendly tools make it easy for all users, including tourists, local employees, and business patrons, to **find and pay for parking without confusion or friction**.

Implement a Resident-Friendly Parking Management Strategy

We recognize that residents are the heart of Fernandina Beach. Our permit programs, targeted enforcement zones, and flexible accommodations for locals ensure that any new system protects residential access and avoids disruption to daily life. Resident communications and feedback loops are built into our program to improve transparency, responsiveness, and long-term community trust in the parking system.

Modernize Enforcement and Update Parking Regulations

We help municipalities **modernize outdated parking ordinances**, align enforcement practices with best practices, and educate the public before issuing citations. Our license plate recognition (LPR) and mobile enforcement systems are **efficient, accurate, and fully compliant** with applicable legal standards.

Reduce Traffic Congestion and Improve Walkability

By improving signage, balancing time limits, and guiding users to underutilized areas, **Elite reduces unnecessary vehicle circulation** and encourages walking, biking, and transit use, supporting Fernandina Beach's quality-of-life goals.

Increase Safety and Enhance the Downtown Experience

Well-managed parking contributes to safer streets, clearer traffic flows, and a more inviting public realm. Our proactive maintenance, staff presence, and coordinated support with city officials ensure a **well-lit, orderly, and welcoming environment for all.**

TRANSFORMING FERNANDINA BEACH'S PARKING EXPERIENCE
ELITE'S PROPOSED SOLUTIONS

To address the City of Fernandina Beach's key objectives – revenue growth, accessibility, resident protection, enforcement modernization, and downtown vitality – Elite Parking Services proposes **a series of forward-thinking, fully integrated solutions**. These innovations are **designed not only to solve today's parking challenges but to lay the foundation for a smarter, more connected, and community-friendly downtown experience**.

Elite's proposed innovative solutions include:

1

Digitized, Tech-Enabled Parking System
A fully digital parking management platform that automates all core service components, positioning Fernandina Beach on the forefront of becoming a smart city operation.

2

Two Comprehensive Consulting Studies
- *Parking Operating Diagnostic Analysis*: A root-cause assessment aligned with the City's strategic plan.
- *Parking Garage Feasibility Study*: To determine the viability of future structured parking investments.

3

Enhanced Customer Service Program
A premium guest experience at every touchpoint, supported by trained staff, responsive tools, and community engagement features.

4

Centralized Valet Parking Program
A unified valet system to reduce curbside congestion and enhance the downtown visitor experience.

5

EV Charging Infrastructure
Procurement and implementation of modern EV charging stations in public parking facilities to support sustainability goals and serve a growing segment of vehicle owners.

6

Dynamic Wayfinding & Signage Updates
Clear, tech-enabled directional signage and digital wayfinding across critical touchpoints to reduce confusion and improve parking efficiency.

7

Parking Management Mobile App
A user-friendly mobile interface offering real-time availability, mobile payments, validations, enforcement tools, and customer support.

8

Residential Parking Program
Designed to limit transient vehicle overflow in residential zones and offer free or discounted parking for residents of Fernandina Beach.

9 **Public-Private Partnership Parking Program**
Helping private landowners monetize or protect their properties by integrating them into the City's formal parking enforcement and revenue system.

10 **Enforcement Modernization**
Real-time enforcement and compliance tools deployed across all approved public and private parking areas.

11 **Parklet Program Implementation**
Creation of vibrant, small-scale public spaces or outdoor dining areas, repurposing selected parking spaces to boost economic activity and downtown livability.

12 **Expanded Micro-Mobility Options**
Introduction of smart scooters and smart bikes to promote last-mile connectivity and reduce vehicle dependency in the city core.

13 **Local Business Validation Program**
Real-time digital parking validation tools allowing businesses to subsidize their customers' parking and be billed directly to their account.

14 **Regional Transit Partnership**
Collaboration with the Jacksonville Transit Authority (JTA) to activate and operate a consistent downtown circulator, expanding access to external parking lots and offering affordable mobility options for residents and visitors.

SETTING THE CITY OF FERNANDINA BEACH UP FOR SUCCESS
CONSULTING-FIRST APPROACH TO IMPLEMENTATION

Before implementation begins, a well-qualified operator should provide the City with **detailed pre-launch consulting services that address local business needs, resident expectations, and stakeholder goals**. Elite Parking Services offers exactly that.
If selected, Elite will lead the City of Fernandina Beach through a strategic onboarding and program design process to ensure every concern is addressed and every opportunity maximized. At a minimum, our consulting scope will include the answer to some much pressing questions.

Anticipating Business Owners Concerns
Will a paid parking program hurt local businesses?

Not if implemented strategically. Elite has helped municipalities across the U.S. launch paid parking systems that not only protect but **boost downtown business performance.** Our approach includes:

A **merchant validation program** allowing businesses to subsidize or cover parking for their customers.

Smart pricing strategies that improve space turnover and make parking more accessible to genuine visitors, rather than long-term parkers or employees.

Downtown economic vitality case studies showing that cities who implemented similar programs saw measurable improvements in business access, customer satisfaction, and revenue.

LESSONS FROM OTHER MUNICIPALITIES

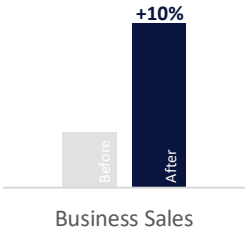
THE IMPACT OF STRATEGIC PARKING PROGRAMS

A comparative analysis of other municipalities that faced challenges similar to those in Fernandina Beach reveals a clear trend: **well-designed downtown parking programs consistently deliver measurable economic and operational benefits.**

Despite differences in population size and urban density, cities that implemented demand-based pricing, updated regulations, and modernized enforcement saw **tangible improvements in business performance, parking availability, and user satisfaction**. In fact, the data normalized across multiple cities shows that even in high-density environments, **the right parking strategy can drive stronger downtown commerce, better space turnover, and long-term support from stakeholders**.

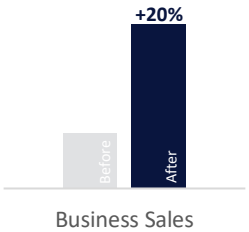
The figures included bellow reflect pre- and post-implementation results, highlighting the increased business activity.

Ogden, Utah



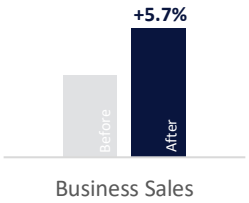
Challenge: Limited parking availability during peak periods; concerns about visitor access, especially in anticipation of new downtown development areas.
Result: A 10% increase in the business sales index after implementing paid parking and real-time enforcement tools. Better access drove stronger commerce and reduced congestion.

Redwood City, California



Challenge: High-demand downtown area with poor turnover.
Action: Implemented demand-based pricing and eliminated time limits.
Result: Improved parking availability by 20%, increased retail turnover, and high public satisfaction. Also became a cornerstone of broader downtown revitalization.

Seattle, Washington



Challenge: Employee space hoarding and underutilized curbside inventory.
Action: Extended paid parking hours and added real-time data systems.
Result: A 5.7% increase in business sales and improved gross receipts, disproving initial fears that paid parking would hurt business.

These outcomes offer a valuable roadmap for Fernandina Beach, proving that **strategic parking reform not only works but becomes a catalyst for broader downtown revitalization.**

WHAT THIS MEANS FOR FERNANDINA BEACH

The experience from these cities, despite their larger size, proves that **thoughtful, community-aligned parking policies lead to:**

- Higher downtown sales
- More efficient use of limited curb space
- Better access for customers and residents
- A measurable increase in satisfaction among business owners and constituents

By embracing a strategy rooted in **access, fairness, and responsiveness**, Fernandina Beach can move forward with confidence, knowing that a well-designed parking program will **support the local economy, ease congestion, and preserve the charm that residents and visitors love.**

HOW ELITE TURNS STRATEGY INTO RESULTS

We're not here to simply operate a parking system. We're here to help **Fernandina Beach reimagine what parking can do**, for its economy, its community, and its future. Elite's proposed parking program is built to:

1. Improve visitor access to key destinations
2. Reduce employee parking abuse
3. Free up high-value storefront spaces for actual shoppers
4. Engage businesses and residents in shaping program outcomes
5. Maintain affordability while generating sustainable municipal revenue

Anticipating Public Concerns

What if the public resists?

Public resistance is a natural and expected part of introducing any major change, especially in downtown parking programs. That's why it's essential that your chosen operator doesn't push a one-size-fits-all solution, but instead **brings your vision to life, with the interests of the City and its residents front and center**. Without a clear and inclusive engagement strategy, even the most well-designed program can face unnecessary pushback. At Elite, our approach is rooted in **proactive education, community-driven policies, and data-informed outreach to build trust, reduce friction, and ensure long-term public support.**

To address potential concerns early on, we recommend the following initial strategies:

SOFT LAUNCH PERIOD

We begin with a 4–8 week grace period where warnings, not citations, are issued, giving residents time to understand the new system and adjust without penalty.

RESIDENT PROTECTION PROGRAMS

Fernandina Beach residents will receive digital parking permits free of charge, managed via a user-friendly mobile system. Elite will provide full onboarding support to ensure easy adoption.

PUBLIC EDUCATION CAMPAIGN

Our awareness plan includes digital outreach, in-person events, flyers, a dedicated website, and community ambassadors, each explaining the *why* behind the program: better business access, safer streets, and revenue generation to reinvest in local infrastructure.

STAKEHOLDER OVERSIGHT COMMITTEE

We recommend creating a committee that allows stakeholders to monitor performance, appeals, and reinvestment progress, adding a layer of public accountability to every step of the program.

ONGOING STAKEHOLDER FEEDBACK LOOP

Regular town halls, online surveys, and advisory sessions will help us listen, refine, and improve the program based on real input.

TRANSPARENT METRICS AND REPORTING

Elite will publish quarterly KPIs, such as space turnover, citation trends, downtown business access, and public reinvestment, ensuring we actively listen, adapt based on input, and keep residents informed every step of the way to foster trust and transparency throughout the transition.

CASE STUDY

SFPARK – SAN FRANCISCO'S PARKING TRANSFORMATION

San Francisco's SFpark was a pilot program launched in 2011 to manage parking demand through dynamic pricing. The initiative aimed to reduce congestion, improve parking availability, and enhance the overall transportation experience in the city.

Initial Concerns:
At launch, business owners and residents feared rising prices, reduced access, and negative business impact.

Strategies Implemented

1. **Demand-Responsive Pricing:** SFpark dynamically adjusted meter rates based on real-time demand, targeting an ideal occupancy range of 60–80% to improve space turnover and reduce congestion.
2. **Transparent Communication:** The city proactively shared the program's objectives, pricing structure, and anticipated benefits through public meetings, a dedicated website, and community outreach.
3. **Pilot Program Launch:** SFpark began as a limited pilot in select neighborhoods, allowing the city to gather data, refine the approach, and build public confidence before expanding citywide.

METRIC	BEFORE SFPARK	AFTER SFPARK
Avg Time to Find Parking	~6.5 minutes	~3.3 minutes (↓50%)
Occupancy Rates	Often above 80%	Stabilized at 60–80%
Citation Revenue Share	45% of total parking revenue	20% of total parking revenue
Average Hourly Rate	$2.73	$2.59

Outcomes

Reduced Congestion
Drivers spent significantly less time circling for parking, easing traffic flow and improving downtown mobility.

Improved Parking Availability
With occupancy rates stabilized within the target range, parking availability improved, benefiting both residents and visitors.

Enhanced Public Perception
Initial concerns gave way to growing support as the community experienced the program's tangible benefits.

What began with skepticism ended with reduced congestion, improved parking access, and a citywide shift in public perception. The lesson: when residents see tangible benefits, public trust grows.

Elite will apply these proven strategies to partner with the City of Fernandina Beach, delivering a phased, education-first rollout that builds public trust through transparency, clear communication, and minimal early enforcement.

Ensuring Fair and Accessible Neighborhood Parking

How do we protect residents?

Elite will implement a **digital residential parking permit program** that offers **free, easy-to-manage parking for residents**, protecting their access while minimizing disruptions from non-local traffic. This program ensures that residents can park conveniently near their homes, while also supporting broader mobility goals for the city.

CASE STUDY

ARLINGTON COUNTY, VA – RESIDENTIAL ZONED PARKING PROGRAM

A relevant example comes from **Arlington County, VA**, where commuter intrusion into neighborhoods severely impacted quality of life. Below we'll show you how the city addressed it, and what Fernandina Beach can expect.

Challenge:
Residential streets, particularly in the Aurora Highlands area, were overwhelmed by non-resident parkers. This created major frustrations for locals and even triggered legal challenges around fairness.

Strategies Implemented

1. Passed a residential zoning ordinance to limit daytime parking to residents and their guests.
2. Introduced a digital permitting system to manage access and compliance for on-street parking.

Outcomes

Non-resident parking dropped significantly in designated zones.	Residents regained access to parking near their homes.	The ordinance was upheld in court, establishing a legal framework other municipalities have followed.

Smart, well-managed residential parking programs not only solve real problems but are also legally defensible and publicly supported when implemented with care. Elite will deliver the same level of structure and resident protection to Fernandina Beach, ensuring that any parking changes benefit the people who live here first.

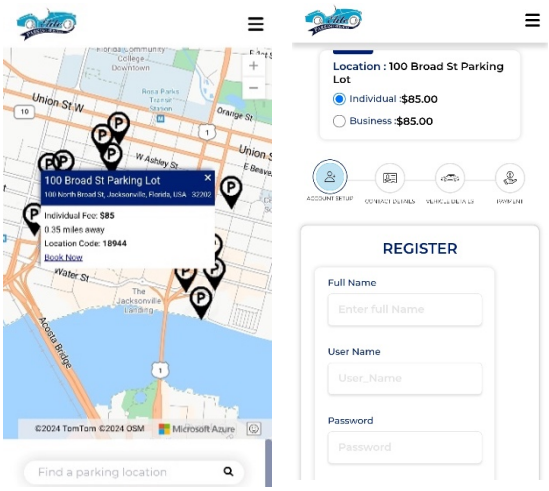
SEAMLESS, CONTACTLESS PARKING EXPERIENCE

A Fully Integrated, Touch-Free Parking System for Fernandina Beach

As part of our commitment to modernization and public safety, Elite Parking Services will implement a **fully contactless parking program**, delivering convenience, security, and efficiency for the City of Fernandina Beach and its residents.

This comprehensive solution eliminates the need for physical interaction, cash handling, or printed tickets. From reserving a space to paying a citation, **every touchpoint of the customer journey can be managed from a mobile device or web browser.**

Online Reservation System



Elite's proposed parking operation for the City of Fernandina Beach includes the implementation of an **integrated online reservation and payment system**, designed to centralize and elevate parking management. This unified platform streamlines processes and delivers a seamless experience for residents and visitors alike.

We are talking about **a dedicated webpage integrated with the City's website, where both residents and visitors will have access to all necessary parking information, including rates, locations, and policies.**

With this system, users can conveniently reserve parking in advance, reducing stress and improving overall satisfaction. **Additionally, the system captures valuable demographic insights, enabling Elite to craft targeted marketing strategies, optimize service offerings, and maximize revenue efficiency.** This innovative solution fosters stronger customer engagement and can prove especially valuable during high-demand periods like festivals and holiday weekends.

Bringing Parking into the Digital Age

Elite's mobile application and digital payment solutions provide a fast, flexible, and user-friendly experience for both residents and visitors. Whether paying for parking or managing citations, key functionalities include:

CONVENIENT PAYMENT OPTIONS

Patrons can use the mobile app to pay for parking and citations from anywhere, without needing to visit a kiosk or carry cash. It supports Visa, MasterCard, American Express, Discover, Android Pay, and Apple Pay for flexible payment options.

USER-FRIENDLY ACCESS

Customers can either register their vehicle using a phone number, email address, license plate number, and credit card or park instantly without registration or app download.

REAL-TIME INFORMATION

Provides users with real-time updates on parking usage and remaining time, ensuring a hassle-free experience, reducing uncertainty, and improving satisfaction.

SECURE TRANSACTIONS

Meets PCI-DSS top-tier security standards, with parking data transmitted in real-time for added protection.

Contactless Payments Across All Channels

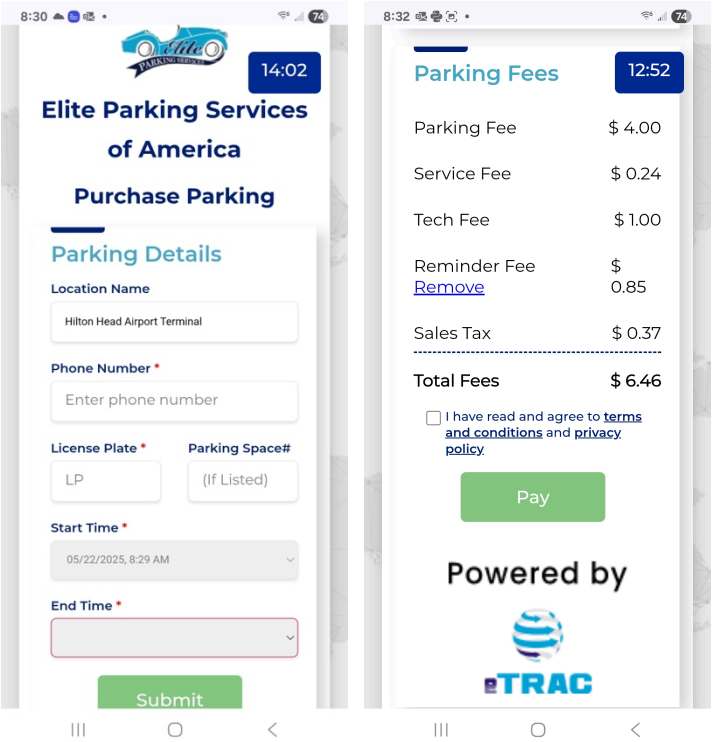
Elite's digital-first approach ensures fast, secure, and convenient payment options for every user, eliminating the need for cash and reducing physical touchpoints.

To support adoption, our clear, strategically placed signage ensures <u>everyone knows exactly how and where to pay.</u>

In addition to QR codes, our fully integrated system offers multiple access points designed for maximum convenience, including:

Mobile app | Web portal | Text-to-pay

Below is a preview of Elite's mobile app, which allows users to reserve and pay for parking in advance—streamlining their arrival and improving the overall parking experience.



This omni-channel system ensures residents and visitors can pay on their terms, whether planning ahead or paying on the spot.

MARKETING PROGRAM

Driving Visibility, Engagement & Revenue

Elite's Marketing Program is built to enhance the visibility, usage, and profitability of the City of Fernandina Beach's parking assets. Our strategies are designed to not only **guide residents and visitors toward available parking** but also to **promote the program's ease of use, transparency, and connection to community reinvestment.**

By combining traditional marketing techniques with cutting-edge digital tools, **we create awareness, build trust, and ultimately increase adoption, maximizing both space utilization and revenue return**.

Program Objectives

Our marketing program is designed to:

- Increase awareness and understanding of the parking program
- Improve customer adoption of digital tools (mobile app, reservation site, citation portal)
- Drive revenue through higher usage and better asset visibility
- Promote resident and visitor satisfaction with seamless access and support
- Support downtown business vitality by reducing parking confusion and increasing access

Our program leverages a variety of marketing techniques to achieve these goals. Elite's team is prepared to implement the following marketing strategies:

SEO Service Management
Optimizing your facility's online presence to rank higher in search results.

Paid Search Marketing
Utilizing targeted advertising to capture the attention of potential customers.

Social Media Marketing Management
Engaging with your audience through strategic social media campaigns.

Client Customized Website Development
Creating a bespoke website that serves as a comprehensive digital gateway to your services.

Client Customized App Development
Developing a user-friendly app to streamline the parking experience.

Online Sales/Reservation Parking Program
Facilitating easy online booking for convenience and efficiency.

Facility Marketing Services
Comprehensive marketing efforts to promote your facility's unique offerings.

Geo-Fence Marketing Program

Targeted, Real-Time Engagement in High-Impact Areas

Geo-fence marketing is a powerful, location-based advertising strategy that leverages GPS data to target individuals within designated areas, like high-traffic corridors, hotel zones, beaches, or popular attractions.

When someone enters one of these "geo-fenced" areas, they receive a notification or digital ad prompting them with real-time parking information, promotions, or access to the mobile payment app. This technology allows Fernandina Beach to connect with parkers exactly when and where they need guidance.

How It Works

Elite Parking Services will implement geo-fencing around strategic zones, such as downtown corridors, beach access points, and event venues. When someone enters these areas:

1. A branded message is delivered to their device via mobile apps, display ads, or social media
2. They are directed to a nearby parking facility with real-time availability and pricing
3. They are given direct access to the mobile app or pay-by-phone system

This solution supports digital adoption, reduces congestion from drivers circling for parking, and enhances the customer journey from arrival to destination. Using geo-fencing techniques, promotions (such as discounted first-time use or event-specific rates) can even be customized to increase conversion.

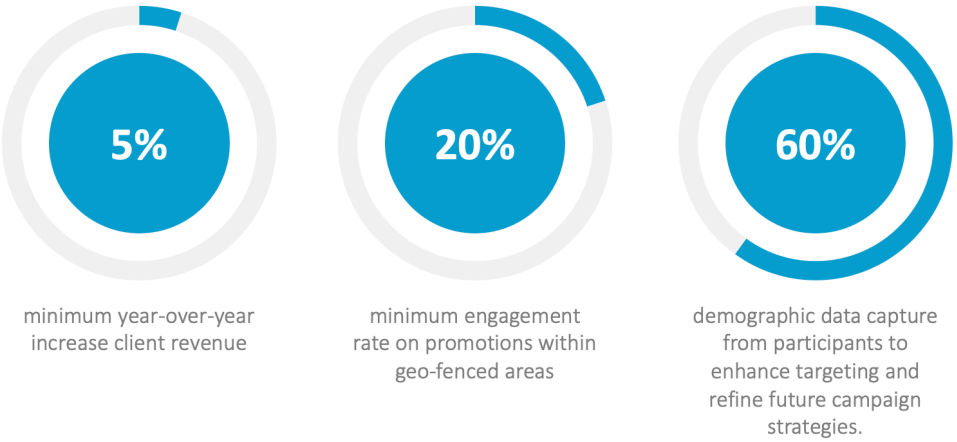
MEASURABLE GOALS OF THE GEO-FENCE MARKETING PROGRAM

Elite's goal is to create a clear link between targeted marketing exposure and parking behavior. Our geo-fence campaigns will track:

Engagement rates (ad views, clicks, downloads)	Parking conversions from geo-targeted users	Usage trends by location and time	Visitor patterns that inform future planning

With this data in hand, we can optimize messaging, placement, and investment, **ensuring Fernandina Beach gets measurable returns from its marketing spend while improving the parking experience citywide**.

By focusing on both customer interaction and data-driven optimization, we aim to create a seamless and effective parking experience that benefits both the City and its visitors.



Corporate Marketing and Facility Sponsorship Opportunities

Fernandina Beach has a unique opportunity to generate **non-tax revenue** by introducing **corporate sponsorships and naming rights** across its public parking facilities and bus stops. These partnerships not only unlock additional income but also enhance the local experience through curated branding, community engagement, and improved wayfinding.

Drawing on our success implementing similar programs in other clients, Elite proposes a customizable sponsorship program that **delivers value to both the City and participating local or regional businesses**.

Potential benefits for Fernandina Beach include:

New Revenue Streams: Offset program costs and generate surplus revenue through recurring sponsorship agreements.

Community Partnerships: Engage local businesses, hotels, and organizations to build a shared sense of ownership and visibility.

Improved Wayfinding & Aesthetics: Sponsor-branded signage and structures that enhance navigation while maintaining the City's historic aesthetic.

Flexible Naming Rights Opportunities: Tailored packages for lots, kiosks, shuttles, mobile apps, and more.

Elite's marketing and sponsorship model is **scalable, adaptable, and revenue-positive from day one**, ensuring Fernandina Beach benefits financially while maintaining control and alignment with its identity and values.

Bus Stop Marketing

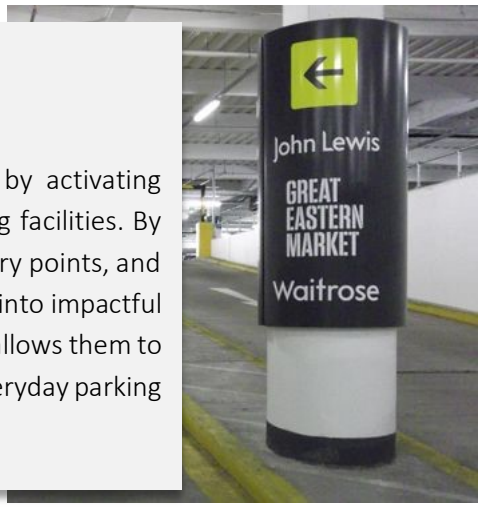
Engaging Residents and Visitors with Transit-Based Advertising

Fernandina Beach's bus stops can serve as effective, high-visibility locations for local business sponsorships. Branded shelters, benches, and informational panels offer sponsors meaningful exposure while supporting public infrastructure maintenance and beautification. This creates a win-win model where essential services are enhanced through private partnership.

Advertising Program within Parking Facilities

High Visibility and Impact

Fernandina Beach can unlock a valuable new revenue stream by activating sponsorship and advertising opportunities within its public parking facilities. By utilizing high-traffic structural features—such as central pillars, entry points, and wayfinding signage—this program transforms functional elements into impactful branding spaces for local businesses and community partners and allows them to connect with residents and visitors at the curbside level, turning everyday parking interactions into revenue-generating engagement opportunities



PARKING CITATION SYSTEM

Efficient citation collection is essential to the success of any parking enforcement program. At Elite Parking Services, we combine intuitive digital tools with a structured, transparent process to **ensure timely payments, reduce administrative burden, and maximize compliance.**

Our approach centers around three pillars: a user-friendly online payment portal, a clear and fair appeals process, and a competitive fine structure that **encourages prompt resolution without alienating the community**. This balance of efficiency and fairness delivers a positive experience for both violators and administrators.

Online Citation Payment Portal

Elite's robust online portal streamlines the citation payment experience with the following key features:

REMOTE PAYMENT ACCESS

Enables violators to pay citations conveniently from home or any location with internet access.

WEBSITE INTEGRATION

Can be embedded into the City's official website for a seamless user experience, acting as a one-stop solution for all parking-related payments.

Parking Appeals Process

Elite is committed to delivering a **fair, efficient, and transparent process for contesting parking citations**. Our appeals system is built to uphold accountability, resolve disputes quickly, and foster trust between the City of Fernandina Beach and the public. By providing **clear instructions, accessible digital tools, and prompt review timelines**, we ensure that every individual has the opportunity to be heard and receive an impartial decision, reinforcing a parking program that is not only effective but community-centered.

Below is a breakdown of our structured appeals process, designed to make resolution as simple and straightforward as possible for both users and administrators.

1 Submission of Appeal

- Eligibility: Defined eligibility criteria for appeals (e.g., vehicle owners or authorized representatives).

- Appeal Submission: Violators can submit appeals via a standardized form or online portal, including:
  - Citation number
  - Vehicle details (license plate, make, model)
  - Contact information
  - Reason for appeal with supporting evidence (e.g., photographs).

2 Review Process

- Initial Review: Appeals are reviewed by designated parking enforcement personnel.

- Supporting Evidence: Supporting documents, officer notes, and additional investigation are considered for a thorough evaluation.

3 Decision Notification

- Uphold Citation: If the appeal is denied, violators receive clear explanations and instructions for payment.

- Dismiss Citation: Successful appeals result in immediate dismissal, with violators notified promptly.

4 Escalation Options

Details on escalating appeals to higher authorities or courts are provided for unresolved cases.

5 Record Maintenance and Reporting

- All appeals and decisions are documented for analysis and future process improvements.

- An annual review ensures the appeals process remains fair and efficient.

ADDED VALUE: THE WePark PARTNERSHIP
EXPANDING PARKING CAPACITY WITHOUT CAPITAL INVESTMENT

As part of our commitment to delivering **creative, sustainable, and community-focused solutions**, Elite Parking Services proposes launching the **WePark Partnership Program** in Fernandina Beach, a public-private initiative designed to turn underutilized private parking lots into **active, revenue-generating assets for both the City and local property owners.**

Through this innovative partnership, Elite will work directly with businesses, landowners, and institutions within the City limits to **sublease their unused or underused parking areas**. These locations will be incorporated into the City's broader parking ecosystem and activated through our operational and enforcement capabilities.

How It Works:

1. Identify strategically located private parcels and parking lots with the potential for public use.
2. Work with property owners to create short- or long-term sublease agreements.
3. Add lots to the City's parking inventory and make available to the public through digital platform.
4. Share revenue generated between the City and the property owner.

COMMUNITY ENGAGEMENT & STAKEHOLDER INTEGRATION:

Elite will lead stakeholder outreach and community engagement efforts to ensure the lots used align with business needs, resident concerns, and long-term urban planning goals. Our activation strategy includes:

- Staffing the identified lots during all operating hours to ensure security, accessibility, and smooth traffic flow
- Ensuring continued access for recreational users and regular visitors
- Implementing dynamic signage and app-based navigation for ease of use
- Creating feedback loops with local stakeholders to monitor performance and refine use

PROGRAM BENEFITS FOR ALL STAKEHOLDERS

For Property Owners

- Monetize previously unused or underused space, turning liabilities into assets.
- Gain protection through enforcement: eliminate unauthorized use or "space squatting" by non-customers.
- Zero operational burden as Elite handles setup, signage, technology, enforcement, and revenue processing.

For the City of Fernandina Beach

- **Expand public parking capacity** without building new infrastructure.
- Quickly address peak parking demand during special events, holidays, and tourism surges.
- Increase parking accessibility near downtown without increasing traffic congestion.

- Offer **price-sensitive options** outside the core (ideal for budget-conscious visitors).
- Leverage new inventory to support the future **Downtown Circulator**, activating lots farther from the city center and reducing pressure on the urban core.

For Residents and Visitors

- Enjoy greater access to convenient and affordable parking options.
- Reduce frustration and vehicle congestion near key destinations.
- Improved signage and wayfinding through Elite's integrated mobile app and digital platforms.

PROGRAM IMPACT AT A GLANCE

By leveraging WePark, Fernandina Beach will not only expand parking capacity and accessibility, it will **strengthen relationships with private stakeholders, generate additional revenue, and enhance the overall visitor and resident experience** in a smart, low-risk, and scalable way.

Under a part-time and strategically deployed model – with strong community engagement initiatives designed to secure stakeholder buy-in **– Elite's WePark partnership program has the potential to significantly transform parking in Fernandina Beach**.

Our projections show that this initiative can:

Additional Spaces Activated	**1,190 new stalls**
Projected Additional Revenue	**$1,023,632 annually**
Parking Capacity Increase	**+59%**
Parking Revenue Increase	**+17%**

This innovative model not only supports the City's long-term strategic goals for economic development, tourism, and mobility, **it sets Fernandina Beach apart as a forward-thinking leader in community-based parking management.**

Though aerial mapping and inventory analysis we have already identified multiple viable locations across Fernandina Beach, which could be rapidly activated under the WePark program with full cooperation from willing partners and support from the City.

This high-accessibility lots are an excellent example of **how underutilized assets can be transformed into high-performing parking solutions** that scale with seasonal demand, improve the downtown experience, and create lasting value for the community.

The below sites present ideal opportunities for strategic, part-time activation under the WePark program.

311 S 14TH ST.

FIRST ASSEMBLY OF GOD CHURCH

Estimated Car Count	40 – 60
Estimated Daily Charge	$2–3
Distance from Density	≈1,300 meters (<1 mile)
Est. Special Event Revenue	$20–25K annually

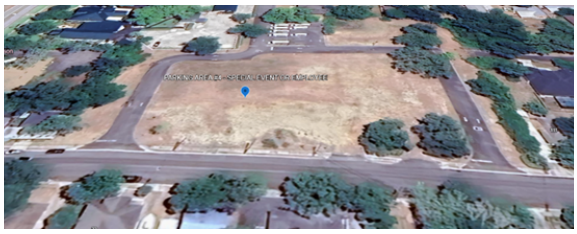
As the church property is typically unused during **weekdays and Saturdays (outside of service hours)**, it can be repurposed as a flexible parking solution to address key downtown needs:

- **Connector Lot:** Serves as an access point to the downtown circulator, easing congestion in the urban core.
- **Discounted Employee Satellite Lot:** Offers affordable parking for downtown employees, improving worker accessibility and preserving premium downtown spots for visitors.
- **Special Event Economy Lot:** Provides budget-friendly parking for attendees during festivals, parades, and other high-traffic events, complemented by shuttle or circulator access.

24 N 14TH ST.

WIDE OPEN GRASS LOT

Estimated Car Count	300
Estimated Daily Charge	$2–3
Distance from Density	≈1,100 meters (<1 mile)
Est. Special Event Revenue	$187.2K annually



This underutilized grass lot presents one of the highest-impact opportunities for Fernandina Beach to expand affordable parking capacity with minimal investment. With a downtown circulator in place, this lot can be activated as a high-volume, cost-sensitive option for multiple audiences.

- **Special Event Overflow Lot:** Perfect for high-traffic periods such as festivals, parades, and downtown events. Elite would fully staff the lot with trained attendants to ensure safe, efficient operations and continuous service.
- **Employee Satellite Parking:** Offers a deeply discounted parking option for business owners who want to provide their employees with access to parking without congesting the downtown core.

1200 FL-200

NASSAU ACADEMY

Estimated Car Count	400 – 500 (grass lot) + 100 (paved lot)
Estimated Daily Charge	$2–3
Distance from Density	≈664 meters (≈0,5 mile)
Est. Special Event Revenue	$122.4K annually

This mixed-use lot combines large-capacity grass parking with a paved area that can be flexibly activated during high-demand periods. Strategically located within walking and shuttle distance to the downtown core, the site offers the City of Fernandina Beach a scalable and affordable way to handle overflow demand without increasing core congestion.

- **Special Event & Weekend Overflow Lot:** Operated 1–2 days per week during peak periods, this location provides substantial capacity relief during festivals, holidays, or seasonal surges.
- **Circulator-Connected Satellite Lot:** With a downtown circulator service, this lot can act as a reliable connector site, offering affordable parking just outside the core with direct transit access for visitors.
- **Discounted Employee Parking Program:** Local business owners may offer subsidized parking for employees, reducing strain on prime downtown inventory.

188 S 11TH ST.

PAVED LOT

Estimated Car Count	100
Estimated Daily Charge	$2–3
Distance from Density	≈491 meters (≈0,5 mile)
Est. Special Event Revenue	$98.2K annually

This 100-space paved lot is positioned just a little over half a mile from the downtown core and presents a valuable opportunity for activation during weekends, special events, and high-density periods. Under the WePark public-private partnership program, Elite proposes utilizing this location strategically—1 to 2 days per week—to expand parking access without adding infrastructure or burdening city resources.

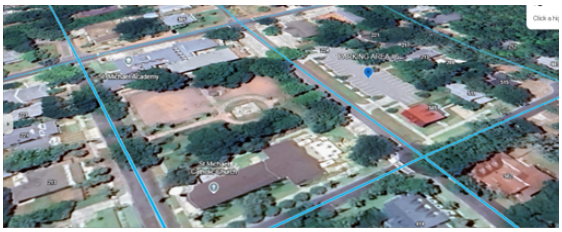
Due to its proximity and paved surface, this lot is well-suited for multiple use cases:

- **Economy Event Lot** – A cost-sensitive option for visitors attending special events, paired with circulator shuttle service for seamless downtown access.
- **Discounted Employee Lot** – An affordable satellite parking solution for downtown businesses to support their workforce.
- **Urban Core Relief** – A flexible overflow option to ease congestion in the downtown area during peak periods.

231 N 5TH ST.

ST. MICHAEL CATHOLIC CHURCH

Estimated Car Count	50
Estimated Daily Charge	$5
Distance from Density	≈200 meters (≈0,25 mile)
Est. Special Event Revenue	$43K annually



Located just 200 meters from the downtown core, this paved lot offers one of the most conveniently positioned WePark partnership opportunities within city limits. Despite its smaller size, its proximity makes it a high-impact asset.

- **Special Event & Peak Period Activation:** Operated selectively 1–2 days per week, this site becomes a premium lot during events and festivals. Its short walking distance makes it ideal for guests seeking convenient access to downtown attractions.
- **Employee Parking Hub:** The site can serve as a reliable and discounted parking option for local business employees, helping to preserve high-value curbside and storefront parking for visitors and shoppers.
- **Seamless Circulator Integration:** With the support of the downtown circulator shuttle system, this lot extends the reach of Fernandina Beach's parking program while ensuring walkability and ease of connection.

45 N 8TH ST.

PINELAND BANK

Estimated Car Count	75 – 100
Estimated Daily Charge	$5
Distance from Density	≈75 meters (≈0,25 mile)
Est. Special Event Revenue	$80K annually

100 S 2ND ST.

HAMPTON INN & SUITES

Estimated Car Count	80
Estimated Daily Charge	$10
Est. Special Event Revenue	$468K annually

Elite proposes to onboard the Hampton Inn & Suites into the WePark program in order to enhance parking control for the hotel, generate new shared revenue streams, and improve overall parking efficiency in the downtown area, especially during peak tourism seasons.

<u>ePARCs LPR Gated Access</u>

- Elite will implement its License Plate Recognition (LPR)-based gated parking system, **ePARCs**, at up to three access points (below) to secure the Hampton Inn's parking asset.

- This advanced system will eliminate unauthorized use by non-guests, ensuring parking is reserved for hotel visitors while maintaining high control and transparency.
- Real-time data tracking and remote management will provide the hotel and the City with actionable performance insights.

<u>Shared Revenue and Event Optimization</u>

- During high-demand periods, Elite will activate the lot under a **shared valet operation**, serving not only hotel guests but also three key high-traffic downtown access zones.
- Valet service will extend the reach of available parking, easing congestion and enhancing the visitor experience across downtown Fernandina Beach.
- All revenue from the ePARCs system and centralized valet services will be shared between the **property owner** and the **City**, creating a low-risk, high-reward parking solution.

<u>Benefits to the Hampton Inn & the City</u>

- **For the Hotel:** Protection of guest parking assets, added value through premium service offerings, and a new passive revenue stream.
- **For the City:** Expansion of the downtown parking network, improved visitor access during high-traffic events, and increased revenue without infrastructure investment.

This innovative WePark + ePARCs + Valet model turns underleveraged hospitality parking into a smart, community-serving asset, offering immediate impact and long-term flexibility for all stakeholders involved.

AUDITED FINANCIAL REPORTS
DEMONSTRATING ELITE'S FINANCIAL ABILITY TO PERFORM THIS CONTRACT

Elite Parking SE-M, LLC
5 June 2025

To: Procurement Department of the City of Fernandina Beach
204 Ash Street Fernandina Beach, FL 32034

RE: Request for Confidential Treatment of Trade Secret Information in Proposal Submission Pursuant to Florida Statute 119.071(1)(b)2

Dear Procurement Officer,

In connection with our response to **RFP No. 25-05 for the Parking Management Services of the City of Fernandina Beach**, we respectfully submit this cover letter to formally request **confidential treatment** for certain portions of our proposal that contain **proprietary financial and business information**.
Pursuant to **Florida Statute 119.071(1)(b)2**, we assert that this information qualifies as a **trade secret** and is **exempt from public disclosure** under Florida's public records laws. Specifically, the exempted sections include:

- Detailed financial statements
- Operating costs and overhead structure
- Revenue models and margin data
- Personnel salary structures
- Strategic pricing methodology

These documents are clearly labeled with the following language on each page:
"**CONFIDENTIAL – TRADE SECRET – EXEMPT FROM PUBLIC DISCLOSURE UNDER F.S. 119.071(1)(b)2**"
We can also submit a **redacted version** of the proposal that may be released for public record purposes, with all confidential information removed.

These financial materials are not publicly available, have been developed at considerable expense, and provide us with a competitive advantage. Public release would expose our sensitive business practices to competitors, potentially causing material harm to our business operations and standing in future procurements.

We respectfully request that this information be **kept confidential** and **excluded from any public records disclosures**, including responses to public records requests, in accordance with Florida law.

If your agency determines that any of the information marked as confidential does not meet the criteria for exemption, please provide prompt written notice to our contact below, as required by Florida Statute 119.071(1)(b)2, so that we may pursue appropriate legal remedies to protect our interests.

Contact for Confidentiality Notices:
Dane Grey | President & CEO, Elite Parking Services
Contact information: DaneGrey@eliteparkingsoa.com | +1 (904) 297-4437

We appreciate your attention to this request and look forward to participating in the evaluation process.
Sincerely,

Dane Grey (President & CEO, Elite Parking Services)

4:25 PM
12/18/24
Accrual Basis

Elite Parking SE-M, LLC.
Profit Loss
January 2022 through December 2024

	Jan - Dec 22	Jan - Dec 23	Jan - Nov 24	TOTAL
Ordinary Income/Expense				
Income	62,576,877.57	68,460,705.79	67,148,542.26	198,186,125.62
Cost of Goods Sold	18,773,063.27	20,538,211.74	20,144,562.68	59,455,837.69
Gross Profit	43,803,814.30	47,922,494.05	47,003,979.58	138,730,287.93
Expense				
Operational Service Expense	23,779,213.48	26,246,004.95	25,021,191.39	75,046,409.82
Ordinary Service Expense	1,564,421.94	2,053,821.18	1,925,970.81	5,544,213.93
Indirect Service Expense	1,451,783.56	1,588,288.38	1,733,521.47	4,773,593.41
Professional Service Fees	1,877,306.33	2,053,821.17	2,076,413.20	6,007,540.70
Total Expense	28,672,725.31	31,941,935.68	30,757,096.87	91,371,757.86
Net Ordinary Income	15,131,088.99	15,980,558.37	16,246,882.71	47,358,530.07
Other Income/Expense				
Other Income		450,011.00		450,011.00
Other Expense	3,754,612.65	4,107,642.35	3,021,684.40	10,883,939.40
Net Other Income	-3,754,612.65	-3,657,631.35	-3,021,684.40	-10,433,928.40
Net Income	**11,376,476.34**	**12,322,927.03**	**13,225,198.31**	**23,699,403.36**

4:24 PM
12/18/24
Accrual Basis

Elite Parking SE-M, LLC.
Balance Sheet
As of November 30, 2024

	Dec 31, 22	Dec 31, 23	Nov 30, 24
ASSETS			
Current Assets			
Total Current Assets	7,489,519.77	8,038,644.93	7,573,221.47
Fixed Assets			
Total Fixed Assets	5,949,039.95	7,671,168.48	11,481,000.96
TOTAL ASSETS	**13,438,559.72**	**15,709,813.41**	**19,054,222.43**
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Total Current Liabilities	1,378,352.36	1,466,150.07	193,546.15
Long Term Liabilities			
Total Long Term Liabilities	913,674.91	2,079,382.84	146,253.84
Total Liabilities	2,292,027.27	3,545,532.91	339,799.99
Equity			
Total Equity	11,146,532.45	12,164,280.50	18,714,422.44
TOTAL LIABILITIES & EQUITY	**13,438,559.72**	**15,709,813.41**	**19,054,222.43**

COMPANY EXPERIENCE
EXPERT TEAM SUPPORTING FERNANDINA BEACH

Elite Parking Services brings a seasoned team with extensive experience in managing municipal parking programs. **Our experts specialize in creating efficient, technology-enabled parking systems that support downtown access, reduce congestion, and align with community goals**.

With a local-first mindset and a tech-powered approach, we provide real-time visibility into parking activity, dynamic enforcement tools, and responsive support tailored to Fernandina Beach's needs. The result is a **more**

accessible, better-organized, and community-friendly parking experience for residents, visitors, and local businesses alike.

Leadership Team

DANE GREY, CPP.

President & Chief Executive Officer

Mr. Dane Grey currently serves as the President and Chief Executive Officer for Elite Parking & Transportation Services of America, where he oversees client engagement and provides strategic direction for the company's business plan. With a background encompassing over 15 years in mobility management, Mr. Grey previously spent five years managing landside and parking operations at the Jacksonville International Airport. Beyond his corporate responsibilities, Mr. Grey holds esteemed positions, including a gubernatorial appointment to the Transportation Commission for the State of Florida, a mayoral appointment to the Downtown Investment Authority, and roles as a Board of Trustee Member for Jacksonville University and an Advisory Board Member for Iberia & Vystar Credit Union Banks. He has received numerous accolades, including the National Parking Association's Top 40 under 40, The Business Journal's Top 40 under 40, and the Governor's Young Entrepreneur of the Year Award. Mr. Grey is a distinguished industry executive with a BS from Jacksonville University and an MBA from Delta State University. He holds the Certified Parking Professional (CPP) designation from the National Parking Association (NPA), emphasizing his commitment to excellence in the field.

DANIEL DEMOTT, PMP, CSM.

Executive Vice President & Chief Technology Officer

Daniel DeMott serves as the Executive Vice President and Chief Technology Officer at Elite Parking and Elite Transportation Services of America. In this role, he oversees the development, implementation, and management of all software and hardware systems within Elite. Mr. DeMott brings extensive expertise in parking revenue control systems, logistics management, and various transportation technology systems. He plays a pivotal role in devising and executing these technologies across different platforms at Elite. As a technology executive, Mr. DeMott is a founding member of the International Parking & Mobility Institute's (IPMI) data standards committee and has contributed to its research committee. He holds a BS from the University of Florida and is a certified executive with credentials such as Certified Scrum Master (CSM) from the Scrum Alliance Institute and Certified Project Manager (PMP) from the Project Management Institute.

DAVID FERREIRA, CPA.

Executive Vice President & Chief Financial Officer

As the Executive Vice President & Chief Financial Officer at Elite Parking Services of America and Elite Transportation Services of America, David Ferreira oversees all financial activities and performance. With a 20-year background in finance and accounting, Mr. Ferreira previously served six years as a finance executive in private equity-owned portfolio companies, where he played a key role in establishing and standardizing finance functions. His career began in public accounting, ascending to the position of Audit Partner, focusing on technical accounting and business development. A graduate of Harding University with a BA in accounting, Mr. Ferreira holds a CPA license in multiple US states.

Operations and Support Team

PARMOD SHARMA

Vice President of Software Development

Parmod Sharma is a software technologist with over 18 years of experience in various domains, including transportation, logistics, and payments verticals. Mr. Sharma has experience working with consulting firms, Fortune 500 companies, and start-up companies. Mr. Sharma has held many key roles in product development and has designed and orchestrated products for Airports, Transit Agencies, and Municipalities. Prior to joining Elite, Mr. Sharma worked at Conduent - Xerox.

IMRAN ABDALLAH

Corporate Controller

Imran Abdallah has 11 years of experience in corporate accounting and accounting management. Offering both hands-on and management experience in all aspects of Accounting, Finance and Auditing with surpassing established goals and cost-savings targets. Thrive in turn-around operations where financial and process controls need to be established and streamlining of processes can significantly improve the bottom line. Mr. Abdallah has a bachelor's degree from the University of North Florida and has attain certifications such as certificate program in public procurement (CPPP), and a certificate program in contract management (CPCM).

DANIEL GEBREZGI, CPP.

Vice President of Operations

As the Vice President of Operations for Elite Parking Services of America and Elite Transportation Services of America, Daniel Gebrezgi oversees day-to-day operations on both the East and West Coasts. His role ensures operational excellence and the timely delivery of the Elite Operating System service model. With 34 years of experience in parking, operational management, and transportation management internal controls, Mr. Gebrezgi brings a wealth of knowledge in revenue enhancement strategies and streamlining operations for an improved service experience. His strong operational expertise extends to implementing service compliance programs in some of the most complex parking operations in the United States. Holding a BS in Engineering, Mr. Gebrezgi is a seasoned parking veteran with 34 years of experience.

JANELLE GARIBALDI

Director of People & Culture

Janelle Roark Garibaldi serves as the Director of People and Culture at Elite Parking Services of America, overseeing Human Resources, Employee Relations, Culture Development, and Compliance for all business units and locations throughout the United States. In this role, she functions as a strategic business partner, applying HR best practices to enhance operational efficiency and contribute to overall business success. Mrs. Garibaldi holds a Bachelor of Business Administration (BBA) degree in Human Resources Management from Western Michigan University and is certified as a Senior Professional in Human Resources by HRCI. Currently, she is pursuing certification as a Senior Certified Professional from SHRM. Despite being new to the parking industry, she brings a wealth of experience in Human Resources. Beyond her responsibilities at Elite Parking Services, Mrs. Garibaldi actively serves on the Board of Directors for the Mandarin School of Business and Technology. Her diverse background and commitment to excellence make her a valuable asset in driving success for both Elite Parking Services and the organizations she supports.

HEIDI WINGATE, CAPP,

Director of Southeast Operations

As the Director of Operations for Elite Parking Services of America and Elite Transportation Services of America, Heidi Wingate plays a pivotal role in supervising day-to-day activities throughout the Southeast region, ensuring operational excellence and maintaining high levels of client satisfaction. With a Bachelor of Science in Business Administration, Ms. Wingate is also a Certified Parking Professional (CPP) recognized by the National Parking Association. With over 15 years of experience in parking and transportation, Ms. Wingate has demonstrated leadership in achieving outstanding results across various parking operations, including those at airports, municipalities, hotels, and hospitals. Beyond her proficiency in leading and managing parking services, she possesses extensive expertise in overseeing transition teams and successfully revitalizing under-performing operations. Ms. Wingate's commitment to operational efficiency and client satisfaction reflects her dedication to delivering top-notch services in the parking and transportation sector.

BRIAN MACCABE

Director of Parking Revenue and Control Systems

Brian McCabe is a seasoned professional with over 25 years of experience in the parking and access control industry. As Director of Parking Revenue and Control Systems at Elite Parking Services of America, he excels in managing service level agreements, implementing PARCS solutions, and ensuring the timely and accurate installation of hardware and software systems. Brian's career has included leadership roles in project management and account oversight at major airports, along with a strong technical background in parking access revenue systems.

Brian's deep expertise in system installations, contractor coordination, and personnel training, paired with his commitment to operational excellence, has enabled him to deliver successful projects at large-scale venues. He holds a background in Electronics Technology and is currently working toward his PMP certification.

Elite Corporate Support

In addition to our local leadership, on-the-ground operations, and proprietary technology, the City of Fernandina Beach benefits from the full strength of Elite's corporate infrastructure. Our specialized departments provide direct support across key areas, **ensuring the program runs smoothly, remains compliant with city goals, and continuously improves through optimized workforce management, data analysis, and operational oversight.**

Financial Services & Accounting Department	
Management staff and clients have access to this department for any inquiries related to financial reports or	- Handles all accounting aspects for internal and external operations. - Divided into Accounts Payable and Receivable. - Ensures revenue is accurately collected, secured, and reported. - Adheres to the highest standards including financial reporting, GAAP compliance, credit card processing, and tax remittance.

invoices, **available Monday to Friday, 8 am to 6 pm**.	- Works with your team to identify financially viable parking facilities and programs.

People & Culture Department	
Facility team has full access for all HR-related needs, ensuring consistent quality and integration across services, **available weekdays from 8 am to 5 pm**.	- Committed to exceeding client objectives through operational excellence, customer-focused service, and innovative solutions. - Driven by a people-centric approach with selective recruitment and comprehensive training. - Aligns workforce with P.A.R.K. Core Values. - Promotes a positive culture and employee growth.

Technology & Innovation Department	
Clients can reach out for urgent IT matters at any time, with additional services accessible during regular business hours, **Monday to Friday, 8 am to 5 pm**.	- Features specialized PARCS equipment experts ensuring flawless integration of parking and valet software systems. - Responsible for network administration, R&D, and IT security, crucial for maintaining operational continuity. - Management team benefits from 24/7 access to technology support for immediate resolution of service issues.

Compliance and Risk Management Department	
Clients have access to this department **from 8 am to 5 pm, weekdays**, with the ability to report or follow up on claims at any time.	- Adheres rigorously to regulations and safety standards in parking management, including post-Covid-19 requirements. - Ensures all ops meet contractual, state, and federal DOT, and PCI compliance laws. - Uses a cloud-based system for 24/7 claim reporting and mitigation support during business hours. - Provides constant compliance and risk management embedded in daily operations.

Each department at Elite is led by experienced industry professionals and powered by advanced technology to support Fernandina Beach in optimizing parking operations, enhancing accessibility, and improving overall program efficiency. Our integrated, technology-driven approach ensures Elite is more than just a contractor, **we are a strategic partner committed to the City's long-term success through operational excellence, fiscal responsibility, and ongoing innovation.**

PROVEN SUCCESS IN MUNICIPAL PARKING OPERATIONS

Elite Parking Services has a **strong and growing track record of delivering high-impact parking management solutions in municipal environments**. From historic downtowns to fast-developing cities, we specialize in creating tailored programs that strike **a balance between operational efficiency, resident satisfaction, and long-term financial sustainability.**

Our municipal partnerships consistently demonstrate our ability to:

- Modernize outdated or underperforming systems
- Launch successful paid parking and permitting programs

- Introduce innovative technologies like contactless payment, LPR enforcement, and mobile permit management
- Build community trust through education-first implementation and stakeholder engagement

Whether increasing compliance through strategic enforcement or helping cities tap into underutilized assets through public-private programs like **WePark**, Elite's work is grounded in transparency, collaboration, and results.

CASE STUDY

Jacksonville Courthouse Garage Operations Improvement

The Jacksonville Courthouse Garage (1,600 spaces) was predominantly challenged by financial issues, requiring a focused and strategic intervention. A detailed analysis revealed a troubling pattern of rapidly increasing costs year-over-year (YOY) and sharply declining profitability, signaling an urgent need for a comprehensive operational overhaul to stem the tide of rising expenses and falling revenues.

Financial & Operational Challenges Identified

+29%
avg increase in expenses in the last 5 years

34%
YOY surge in expenses in 2014

61%
YOY decline on Client NOI in 2014

15%
decrease in gross revenue

Failing to address these challenges at the Jacksonville Courthouse Garage could lead to severe consequences, including an increase in debt expenses charged by the City of Jacksonville (COJ) to the client. This scenario posed a risk of significant financial deficits, underscoring the critical need for timely and effective intervention to prevent further financial strain.

Elite's Strategic Solutions

- Deploy an advanced service model with increased automation
- Reduce reliance on staffing for service delivery
- Initiate an active marketing program targeting specific parker groups
- Generate additional non-monthly parker revenues
- Develop an unconventional monthly parker program aligned with juror parking needs
- Collaborate with community stakeholders to utilize the facility during off-peak periods
- Implement a staffing methodology, monitoring personnel activity via eTrac software
- Manage market rate dynamics based on service capacity
- Strengthen financial controls for Accounts Receivable (AR) collections

> Launch Corporate Monthly Parker Programs and utilize eTrac's yield management for dynamic revenue strategies

> Enhance technological systems for better operational control

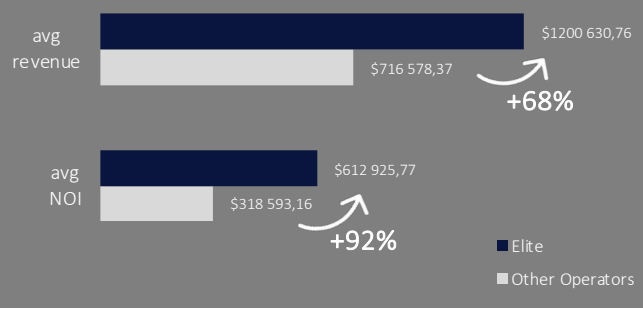
Results Achieved

2015 Performance

+8%
revenue increase

+195%
increase in Client NOI

Lifetime Garage Performance Comparison



Elite's strategic overhaul of the Jacksonville Courthouse Garage operations not only reversed the negative financial trends but also set new standards for operational efficiency and profitability, underscoring Elite's commitment to excellence and innovative solutions in parking and transportation management.

PREVIOUS PROJECTS

Municipal Experience Snapshot

The following project highlights reflect our municipal capabilities and performance across environments similar to Fernandina Beach:

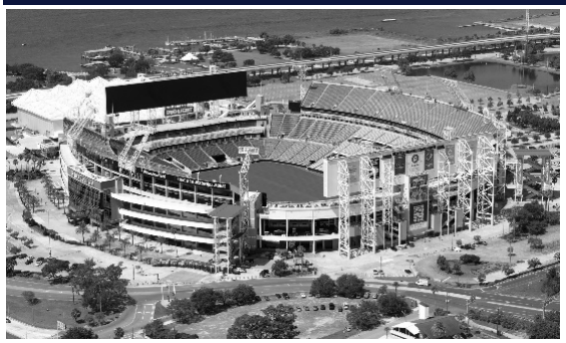
City of St. Augustine

Space Count	4,500
Est. Revenue	$9,000,000
Contract Type	Management
Service Year Started	2014
Daily Hours Operated	24 Hours

City of Akron – Rubber Ducks

Space Count	2,500
Est. Revenue	$800,000
Contract Type	Management
Service Year Started	2021
Daily Hours Operated	16 Hours – Event Driven

City of Jacksonville – TIAA Bank Field



Space Count	4,000
Est. Revenue	$5,000,000
Contract Type	Management
Service Year Started	2016
Daily Hours Operated	16 Hours – Event Driven

121 Financial Ballpark – The City of Jacksonville Municipal Field

Space Count	2,600
Est. Revenue	$900,000
Contract Type	Management
Service Year Started	2016
Daily Hours Operated	16 Hours – Event Driven

Sports Arena Municipal Garage

Space Count	1,000
Est. Revenue	$300,000
Contract Type	Management
Service Year Started	2016
Daily Hours Operated	16 Hours – Event Driven

Jacksonville Transit Authority (JTA) Kings Avenue Garage

Space Count	1,700,000
Est. Revenue	$200,000
Contract Type	Management
Service Year Started	2019
Daily Hours Operated	24 Hours

City Center Courthouse Parking Facility

Space Count	300
Est. Revenue	$500,000
Contract Type	Management
Service Year Started	2019
Daily Hours Operated	12 hours

Jacksonville Chamber of Commerce

Space Count	200
Est. Revenue	$180,000
Contract Type	Management
Service Year Started	2015
Daily Hours Operated	24 Hours

Sports Complex Municipal Garage

Space Count	2,000
Est. Revenue	$1,500,000
Contract Type	Management
Service Year Started	2015
Daily Hours Operated	16 hours

Urban Core Municipal Convention Center Garage

Space Count	2,500
Est. Revenue	$1,000,000
Contract Type	Management
Service Year Started	2019

U-Park Municipal Parking Garage

Space Count	1,000
Est. Revenue	$1,600,000
Contract Type	Management
Service Year Started	2
Daily Hours Operated	24 hours

Colorado Convention Center Garage

Space Count	3,500
Est. Revenue	$2,500,000
Contract Type	Management
Service Year Started	2023
Daily Hours Operated	16 Hours

City of Jacksonville Courthouse Garage

Space Count	1,600
Est. Revenue	$2,500,000
Contract Type	Management
Service Year Started	2015
Daily Hours Operated	24 Hours

Delivery Plan

Elite Parking
Services of America

PROPOSAL TAB B

PERFORMANCE DELIVERY PLAN

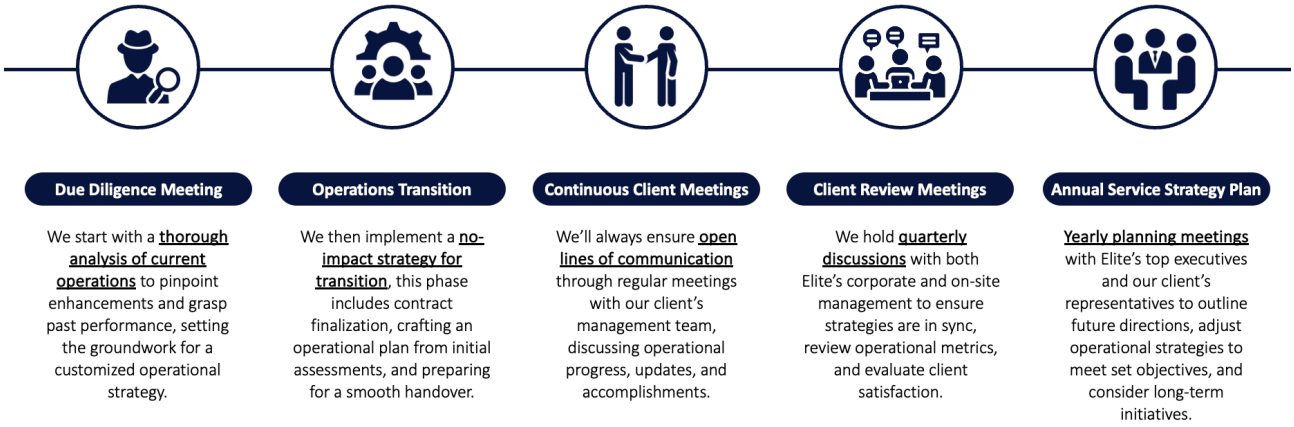
This section outlines Elite's performance delivery plan for the City of Fernandina Beach, including details on the general services offered, enforcement services, collection of monies and accounting, personnel administration, and installation and maintenance.

Parking Management
Services for the City of
Fernandina Beach

GENERAL SERVICES REQUIRED
PERFORMANCE METRICS AND REPORTING

Partnering with Elite means implementing a proven, structured approach designed to deliver seamless operations, optimize efficiency, and drive long-term success. **Our Elite Proven Process is built on years of expertise, ensuring a smooth transition, operational excellence, and continuous performance improvements tailored to our client's needs.**

Elite Operating System



This five-step methodology is more than just integration, it is a **results-driven approach** that enhances service quality, maximizes efficiency, and aligns with our client's operational and financial goals. Through data-driven decision-making, proactive issue resolution, and real-time performance tracking, Elite ensures the City of Fernandina Beach receives a flexible, future-ready parking solution.

The 6 Components of EOS

By fully integrating EOS into daily operations, Elite becomes a true partner to our clients, delivering not just consistency, but a **proactive, expert-driven approach** to service management. At Elite, we don't wait for problems to arise, we build strategies that anticipate them, **helping our clients mitigate risk and enhance performance** across every part of the operation.

At its core, **EOS is a system built to align service delivery with each client's specific goals**. It fosters transparency, accountability, and a performance-driven culture that supports both day-to-day excellence and long-term success. The six essential components of EOS work together to drive operational clarity, efficiency, and continuous improvement:

Vision

- A **strategic roadmap** based on the City's objectives, outlining service goals, expectations, and long-term direction.
- Documented within the **Contract Operational Organizer (COO)** to ensure clarity and alignment throughout the contract term.

Odometers

- **Weekly scorecards and KPIs** that measure progress toward the City's operational targets.

- Regular **performance reviews** ensure transparency, accountability, and continuous service optimization.

Facility Maps

- **Comprehensive policies and procedures** for service deployment and delivery.
- Serves as a **training and reference document** for all team members, ensuring service consistency.

Traffic Jams

- **Systematic issue resolution process** identifying and resolving operational challenges before they impact service.
- Ensures the City of Fernandina Beach parking operations run without disruption.

People

- A structured hiring and training model ensuring **top-tier employees** who align with the City's performance expectations.
- Focuses on **continuous development and skill enhancement** for service excellence.

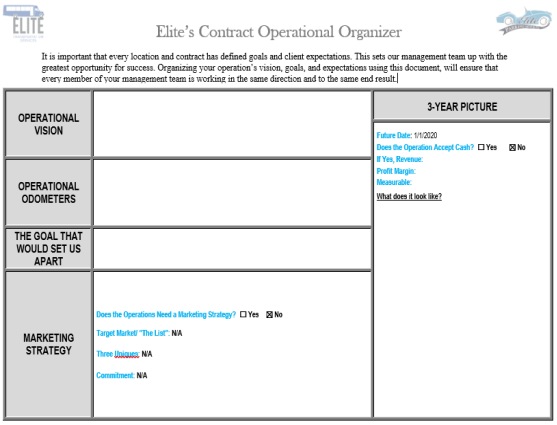
Parking Spots

- **Quarterly performance goals and milestones** for Elite's team, ensuring alignment with our client's service vision.
- Provides **measurable targets** that reinforce Elite's commitment to continuous improvement and superior service execution.

EOS Framework & Strategic Benefits for the City of Fernandina Beach

Each component of EOS plays a crucial role in enhancing operational transparency, optimizing resource allocation, and driving service excellence:

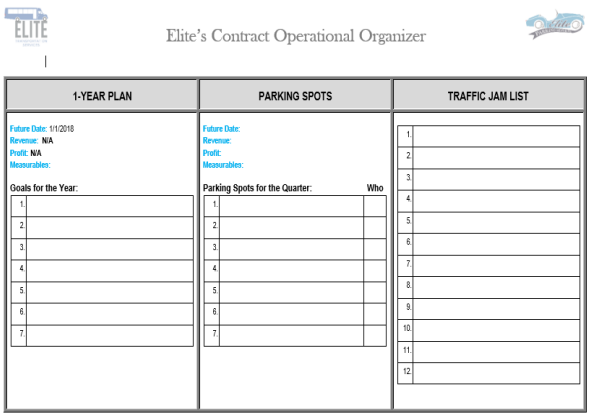
- **Contract Operational Organizer (COO)**



Elite's Contract Operational Organizer

It is important that every location and contract has defined goals and client expectations. This sets our management team up with the greatest opportunity for success. Organizing your operation's vision, goals, and expectations using this document, will ensure that every member of your management team is working in the same direction and to the same end result.

		3-YEAR PICTURE
OPERATIONAL VISION		Future Date: 1/1/2020 Does the Operation Accept Cash? ☐ Yes ☒ No If Yes, Revenue: Profit Margin: Measurable: What does it look like?
OPERATIONAL ODOMETERS		
THE GOAL THAT WOULD SET US APART		
MARKETING STRATEGY	Does the Operations Need a Marketing Strategy? ☐ Yes ☒ No Target Market/ "The List": N/A Three Uniques: N/A Commitment: N/A	



Elite's Contract Operational Organizer

1-YEAR PLAN	PARKING SPOTS		TRAFFIC JAM LIST
Future Date: 1/1/2018 Revenue: N/A Profit: N/A Measurables: Goals for the Year:	Future Date: Revenue: Profit: Measurables: Parking Spots for the Quarter:	Who	
1.	1.		1.
2.	2.		2.
3.	3.		3.
4.	4.		4.
5.	5.		5.
6.	6.		6.
7.	7.		7.
			8.
			9.
			10.
			11.
			12.

The COO serves as a structured framework that ensures complete alignment between Elite and the City of Fernandina Beach, streamlining goal setting, strategy execution, and service performance. By eliminating inefficiencies and proactively addressing challenges, the COO guarantees seamless operations, optimized resource management, and long-term success.

- Clear Operational Framework – Defines objectives, resource allocation, and implementation timelines to keep operations on track.
- Seamless Service Transitions – Prevents delays and disruptions, ensuring a smooth deployment.
- Data-Driven Performance Monitoring – Provides the City with a structured roadmap for tracking service efficiency, compliance, and accountability.

- **Service Performance Grading Scale**
  Elite employs a data-driven performance grading system that provides the City with a quantifiable measure of service efficiency, compliance, and operational success. **At the end of each quarter, Elite delivers a comprehensive performance summary, evaluating quarterly, annual, and three-year trends to ensure continuous service improvements.** This objective grading system calculates service performance based on predefined KPIs, offering our clients **full transparency and actionable insights to optimize operations**.

What This Means for the City of Fernandina Beach:

Unbiased, transparent performance tracking that quantifies service effectiveness.	Real-time operational insights for immediate corrective actions and continuous optimization.	Guaranteed consistency and reliability in high-quality service delivery.	A proactive approach to exceeding service benchmarks and ensuring seamless operations.

eView Client Portal

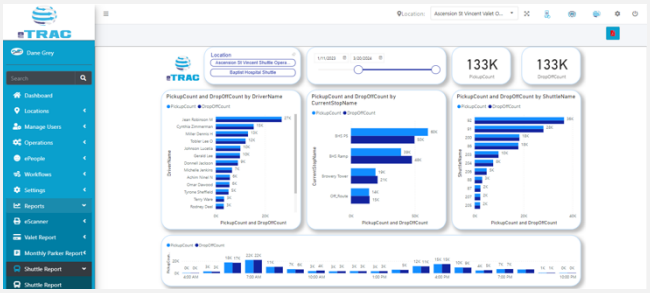
Unlike traditional operators who rely on fragmented, third-party systems, Elite's eView Client Portal – powered by our proprietary eTrac system – delivers a **fully integrated, real-time monitoring and reporting solution that no other provider can offer**. This technology gives the City of Fernandina Beach a **single, centralized platform** to oversee parking operations with **unmatched transparency, efficiency, and control**.

While other operators depend on manual tracking and delayed reporting, **Elite is the only provider offering live, automated performance insights**. Our proprietary platform ensures seamless data integration, instant reporting, and AI-driven optimizations, allowing the City to **proactively manage operations** rather than react to issues after they occur.

Here are some of the reports that the City will be able to access anytime, anywhere on our eView Client Portal:

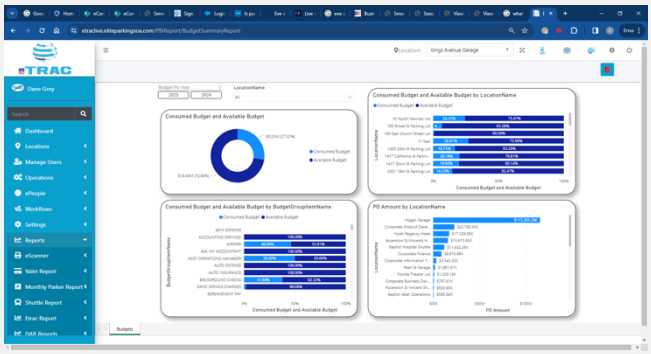
CLIENT PORTAL SERVICE SUMMATION REPORT

Aggregates real-time service data, allowing clients to monitor and adjust service levels promptly.



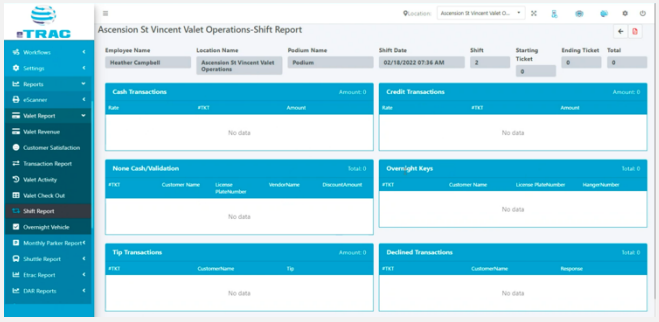
AUTOMATED P&L REPORT

Automatically generates detailed financial statements, providing clear visibility into financial health.



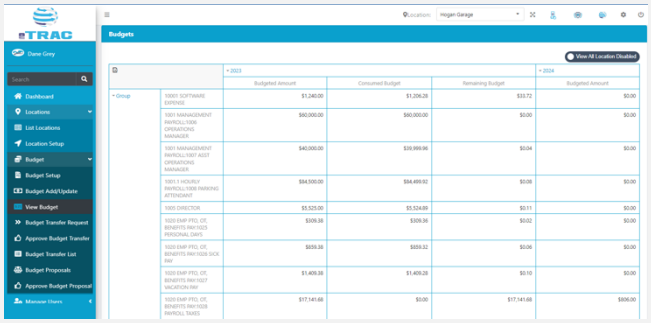
SHIFT REPORT

Offers updated transaction related information (dived by cash and credit operations).



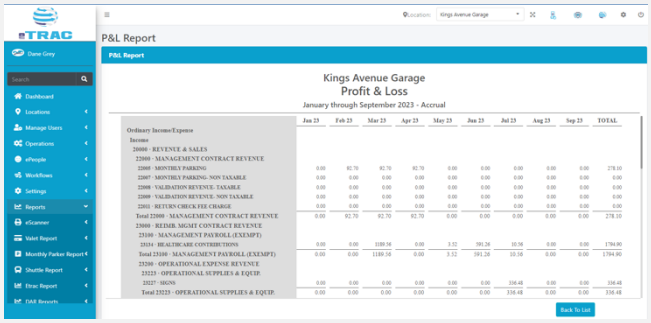
AUTOMATED BUDGET TO ACTUAL PROCESSING

Offers real-time budget performance insights, aiding in swift managerial decisions.



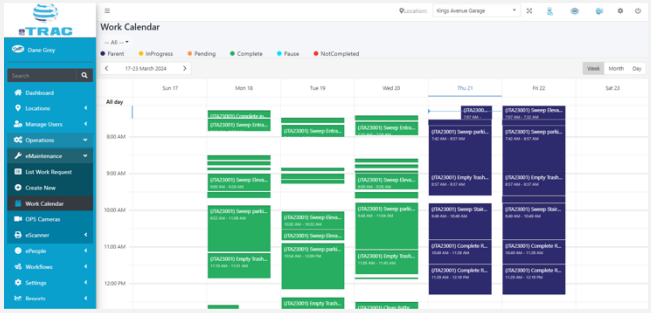
AUTOMATED CLIENT REPORTING

Delivers on-demand, customizable financial reports for instant access to critical data.



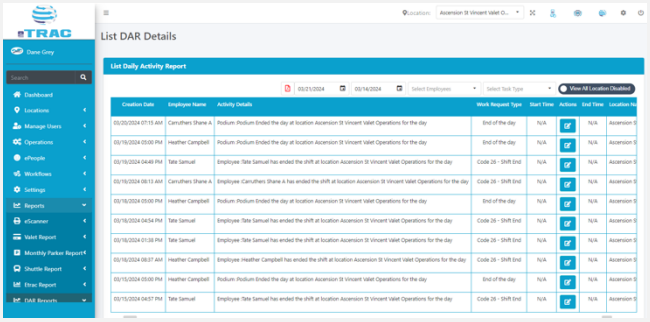
SERVICE ACTIVITY REPORT

Provides transparency into employee tasks and schedules for accountable, efficient task management.



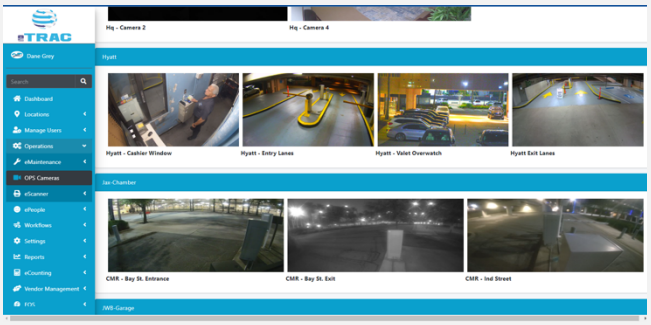
OPERATIONS REPORT

Meticulously documents and tracks every completed task, including the time and duration of completion, offering a transparent view of employee efficiency.



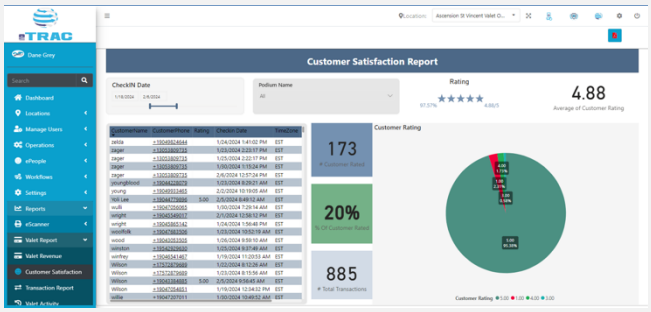
AUTOMATED CAMERA FEEDS

Enables remote access to live operational feeds, ensuring continuous oversight.



CUSTOMER SATISFACTION REPORT

Gathers and analyzes customer feedback to improve service quality and customer satisfaction.



<u>What this means to the City of Fernandina Beach:</u>

Full Operational Integration

Unlike competitors, Elite's eView connects every aspect of transit and parking operations in real time.

Real-Time Data and Reporting

Immediate access to service performance, financial metrics, citation information, and compliance data.

Tech-Driven Service Automation

Automated adjustments improve efficiency, reduce delays, and enhance overall reliability.

Customizable Insights and System Integration

Tailored reports and seamless compatibility with the City's internal platforms.

With Elite's proprietary eTrac technology, **the City of Fernandina Beach gains unprecedent visibility and control** over its transportation operations, ensuring a **more reliable and cost-efficient** parking operations service that outperforms anything offered by competitors. The eTrac dashboard is designed for intuitive navigation, allowing the City's team to quickly access critical operational data, monitor real-time performance, and customize reports as needed.

EXPANDED REPORTING CAPABILITIES

In addition to the real-time eTRAC reports accessible through the platform's dashboard and the EOS monitoring system outlined above, Elite will expand the City of Fernandina Beach's reporting capabilities with a suite of specialized reports. These enhanced insights will support proactive management, improve accountability, and ensure the continued success of the parking program.

CUSTOMER SATISFACTION SURVEY REPORTS

Collect and analyze feedback from residents and visitors to gauge satisfaction with parking services and identify areas for improvement.

RISK MANAGEMENT AND SERVICE SAFETY REPORTS

Monitor safety metrics and assess the effectiveness of risk management measures to ensure the parking program operates securely.

TECHNOLOGY SYSTEM REPORTING

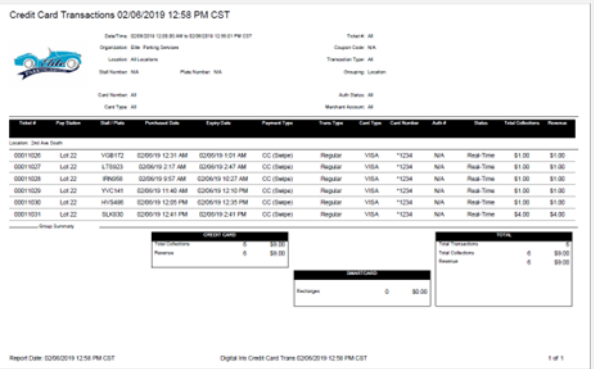
Ensure system uptime and reliability by monitoring the performance of all technological systems, including enforcement tools and payment platforms.

FINANCIAL TRANSACTION REPORTS

Provide a detailed overview of financial performance, ensuring that the parking program remains financially self-sufficient.

DAILY REVENUE SUMMARY REPORTS

Offer a breakdown of daily revenues collected across all payment methods for operational clarity.


Credit Card Transactions 02/06/2019 12:58 PM CST

Ticket #	Pay Station	Stall / Plate	Purchased Date	Expiry Date	Payment Type	Trans Type	Card Type	Card Number	Auth #	Status	Total Collections	Revenue
Location: 2nd Ave South												
00011026	Lot 22	VGB172	02/05/19 12:31 AM	02/05/19 1:01 AM	CC (Swipe)	Regular	VISA	*1234	N/A	Real-Time	$1.00	$1.00
00011027	Lot 22	LT8923	02/06/19 2:17 AM	02/06/19 2:47 AM	CC (Swipe)	Regular	VISA	*1234	N/A	Real-Time	$1.00	$1.00
00011028	Lot 22	IRN958	02/06/19 9:57 AM	02/06/19 10:27 AM	CC (Swipe)	Regular	VISA	*1234	N/A	Real-Time	$1.00	$1.00
00011029	Lot 22	YVC141	02/06/19 11:40 AM	02/06/19 12:10 PM	CC (Swipe)	Regular	VISA	*1234	N/A	Real-Time	$1.00	$1.00
00011030	Lot 22	HVS486	02/06/19 12:05 PM	02/06/19 12:35 PM	CC (Swipe)	Regular	VISA	*1234	N/A	Real-Time	$1.00	$1.00
00011031	Lot 22	SLK930	02/06/19 12:41 PM	02/06/19 2:41 PM	CC (Swipe)	Regular	VISA	*1234	N/A	Real-Time	$4.00	$4.00

Group Summary

CREDIT CARD		
Total Collections	6	$9.00
Revenue	6	$9.00

SMARTCARD		
Recharges	0	$0.00

TOTAL		
Total Transactions	6	
Total Collections	6	$9.00
Revenue	6	$9.00

Report Date: 02/06/2019 12:58 PM CST Digital Iris Credit Card Trans 02/06/2019 12:58 PM CST 1 of 1

DAILY CREDIT TRANSACTION SUMMARY REPORTS

Summarize all revenues processed via credit cards, ensuring accuracy and accountability in electronic transactions.

Credit Card Summary Transaction Report

9/26/2010 1:00:00AM through 10/2/2010 1:00:00AM

Cash Drawer Session: 2568

Clerk: Deb

Transaction Date	Payment Method	Amount
09/27/2010	Diners Club	$20.00
		Sub-Total (Session - 2568):$20.00

Cash Drawer Session: 2594

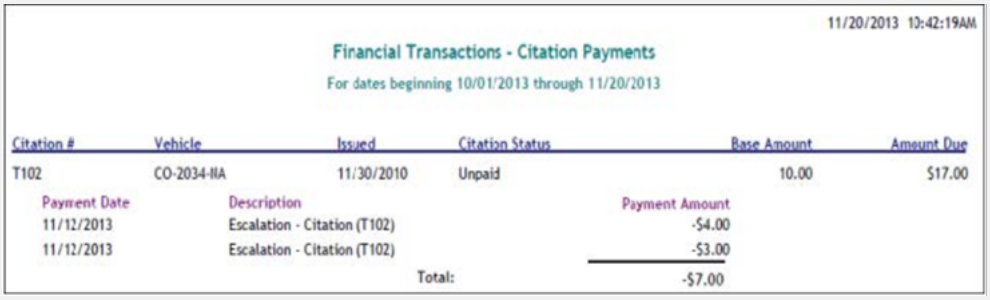
Clerk: DebHealy

Transaction Date	Payment Method	Amount
09/27/2010	American Express	$-28.00
09/27/2010	MasterCard	$48.35
09/27/2010	Visa	$32.00
09/29/2010	MasterCard	$11.00
09/30/2010	American Express	$173.00
09/30/2010	MasterCard	$29.00
09/30/2010	Visa	$35.00
10/01/2010	MasterCard	$60.00
		Sub-Total (Session - 2594:$360.35

Grand Total: $380.35

CITATION PAYMENTS TRANSACTION SUMMARY REPORTS

Summarize all revenues processed via credit cards, ensuring accuracy and accountability in electronic transactions.



11/20/2013 10:42:19AM

Financial Transactions - Citation Payments

For dates beginning 10/01/2013 through 11/20/2013

Citation #	Vehicle	Issued	Citation Status	Base Amount	Amount Due
T102	CO-2034-NA	11/30/2010	Unpaid	10.00	$17.00

Payment Date	Description	Payment Amount
11/12/2013	Escalation - Citation (T102)	-$4.00
11/12/2013	Escalation - Citation (T102)	-$3.00
	Total:	-$7.00

IMPLEMENTATION TIMELINE

Elite Parking Services understands that launching a paid parking program requires more than infrastructure, it **demands community trust, education, and a carefully managed transition**. While a detailed day-by-day implementation schedule will be finalized collaboratively with the City, the following outlines our approach and engagement strategy to ensure a smooth, effective rollout.

Transition Timeline and Phases

wk 1	wk 2	wk 3	wk 4	wk 5	wk 6	wk 7	wk 8	wk 9	wk 10	wk 11	wk 12	wk 13	wk 14
Planning and Mobilitzation Finalize scope, contract, roles, and kickoff meeting with city stakeholders													
	Community Engagement Public outreach, FAQ distribution, community meetings, feedback incorporation												
		Infrastructure Setup Install meters/kiosks, signage, back-end software, security, and communication tools						**Soft Launch & Testing** Pilot enforcement, test hardware and software, refine support workflows		**Go-Live** Full launch of paid parking, enforcement, customer support	**Post-Launch Review** Performance check, KPI review, issue resolution, update training if needed		

Roles and Responsibilities

Role	Responsibility
Client Success Manager	Oversight, internal coordination, public announcements
Parking Operator (Vendor)	Tech setup, staffing, policy implementation, enforcement, reporting
IT Support	Kiosk & mobile app integration, back-end data flow, security compliance
Community Relations	Handle FAQs, social media, signage messaging, public meetings
Enforcement Team	Trained to issue citations, monitor zones, and resolve on-site issues

Key Components of the Transition

A Technology Implementation

- Install mobile-payment signage
- Configure rate schedules and business/resident permit logic
- Integrate with license plate recognition (LPR) or manual entry
- Enable real-time monitoring via dashboard (for operator & city)

B Enforcement & Operations

- Define enforcement hours, rules, and zones
- Hire/train enforcement officers
- Implement appeals process and violation collection methods

C Customer & Community Engagement

- Launch branded parking website and app guidance
- Send outreach mailers to residents & businesses
- Host town halls and listen sessions
- Offer onboarding materials for downtown merchants

D Performance Metrics & Reporting

- Daily/Weekly dashboards for:
    - Revenue by zone/method
    - Citation issuance & collection rate
    - Occupancy/utilization trends
- Monthly reporting on:
    - Customer complaints/tickets resolved
    - Community feedback
    - KPI adherence (see below)

Success KPIs

KPI	Target	Purpose
First-month customer satisfaction	≥ 85%	Gauge acceptance and experience
Uptime of payment infrastructure	≥ 98%	Ensure system reliability
Enforcement coverage	≥ 90% scheduled hours covered	Monitor consistent presence
Occupancy compliance rate	≤ 15% overstay violations	Balance availability with enforcement fairness
Revenue collection accuracy	≥ 99% of forecast	Ensure financial control and forecasting accuracy

Risk Mitigation Plan

Public Backlash on Paid Parking

Host town halls, offer 30-day education period before ticketing begins

Tech Failures (kiosks, app issues)

Redundant support channels and rapid-response field tech team

Enforcement Inconsistencies

GPS & photo-enabled audits, weekly supervisor ride-alongs

Merchant Resistence

Offer business validation codes or merchant permit programs

Community Engagement & Program Readiness

Before any signage is installed or enforcement begins, **we prioritize educating and aligning the community.** As a Florida-based operator with a strong regional presence, **Elite brings unique advantages to Fernandina Beach: we are close, we are accessible, and we understand the local dynamics**. This proximity allows us to respond quickly, communicate effectively, and build relationships directly with residents, businesses, and city stakeholders.

We know the best programs are those embraced by the people they serve. That's why Elite doesn't just implement, we collaborate. That is why we will implement public education campaigns to **Public Education Campaigns** to clearly communicate how to pay, when to park, and where to find help, through signage, mobile notifications, the City website, and in-person interactions.

Key Tactics Include:

- **Town Hall Meetings and Stakeholder Roundtables:** In-person and virtual sessions to walk through the upcoming changes, listen to concerns, and explain the benefits.

- **Outreach Street Team:** Local Elite ambassadors deployed to engage with businesses and residents, distribute educational materials, and provide real-time support during the transition.
- **Local-Led Communications Strategy:** Messaging tailored to Fernandina's tone, values, and visitor demographic, delivered through neighborhood newsletters, Chamber of Commerce partnerships, social media, and city platforms.
- **Education-First Soft Launch:** A grace period where enforcement is limited to warnings, allowing time for the community to adjust without penalty.
- **Feedback Channels**: Residents and businesses will have multiple touchpoints to submit questions, feedback, and suggestions. This can be done using the in-app feedback forms, a dedicated community email/phone lines, or the monthly town halls or advisory meetings.
- **Incentives for Compliance**: To encourage positive habits early, Elite will work with the City to offer: courtesy warnings during the soft launch period, small discounts on early citation payments, and recognition for repeat-compliant users.

Continuous Improvement

Our work doesn't stop after launch. We treat operations as a living system, constantly evolving based on real-world performance and local feedback.

ONGOING GOVERNANCE

- Monthly joint meetings between city and operator
- Quarterly performance reviews
- Annual adjustment of pricing, hours, and policies based on:
  - Economic conditions
  - Feedback from businesses/residents
  - Usage trends

AUDITS AND EVALUATIONS

Routine performance reviews ensure the system is functioning effectively, identifying inefficiencies and opportunities to improve enforcement and service quality.

STAKEHOLDER ENGAGEMENT

Involve residents, businesses, and enforcement staff in refining policies and procedures through continuous feedback.

REPORTING CAPABILITIES

Elite's advanced reporting tools ensure the City has full visibility into program performance. Key success metrics include:

- Reduction in parking violations
- Increase in parking revenue
- Improved customer satisfaction and fewer disputes
- Faster response times for enforcement and appeals
- Increased compliance with parking regulations.

PARKING ENFORCEMENT

Advanced System Integration & Customization for Smarter Cities

Elite's proprietary, IP-based technology is purpose-built to support municipalities like the City of Fernandina Beach by enabling **real-time data sharing, full system integration, and operational automation**. While most parking operators rely on third-party software patched together across multiple vendors, **Elite's fully integrated, end-to-end platform, eTrac, is designed for performance, flexibility, and transparency.**

With seamless integration across payment systems, enforcement tools, financial reporting, and customer interfaces, our technology empowers City staff with real-time data and fully automated processes that **improve efficiency, accountability, and residents and visitors' experience**.

Our seamless integration capabilities empower your team with real-time data-driven decision-making while also supporting:

- **Service KPIs & Live Performance Tracking** – Automated data collection and reporting, seamlessly feeding into the City's analytics for continuous and real-time performance monitoring.
- **Financial Reconciliation & Reporting** – Direct integration with the City's financial systems to ensure accurate, automated billing with full transparency.
- **Access Control & Permit Management** – Integrated tools manage residential permits and special access credentials.
- **Enforcement Oversight & Auditing** – Compliance data and citation analytics support transparency and legal enforcement.
- **Operational Cost & Resource Analysis** – Forecasting and cost analysis tools help city staff optimize resource allocation.
- **Customer Satisfaction Surveys & Engagement** – Integrated surveys and dashboards track public sentiment and user experience.

Why Elite's Integrated System Outperforms the Competition

Elite's proprietary system ensures full interoperability with the City's infrastructure for a streamlined, data-driven approach.

Custom-Built for Municipal Needs

End-to-End Digital Management

A Unified Platform, No Fragmentation

Unlike off-the-shelf platforms, Elite's eTrac system is purpose-built for municipalities and fully customizable to integrate with city departments, existing infrastructure, and evolving requirements

From contactless payment and online reservations to real-time citation tracking, inventory monitoring, and financial reconciliation, every process is digital, connected, and visible to City officials.

With eTrac, Fernandina Beach gains full oversight and control over parking enforcement, program compliance, and revenue performance without relying on fragmented systems.

Elite's State-of-the-Art Technology Solutions

OUR LPR SOLUTION DELIVERED AT NO COST TO THE CITY

Elite Parking Services is proud to offer Fernandina Beach a turnkey, technology-driven parking solution, provided entirely FREE OF CHARGE. Powered by our proprietary **eTrac** and **ePARCS** platforms, our cloud-based systems deliver real-time operational insights, streamlined management, and broad accessibility, **all while minimizing hardware and infrastructure requirements**. This model ensures **the City benefits from innovation without financial strain**, enhancing safety, accessibility, and efficiency across the entire parking program.

What Fernandina Beach Gains with Elite's Technology:

1

SEAMLESS INTEGRATION

Our eTrac and ePARCS systems integrate effortlessly into the City's current setup, optimizing functionality without requiring costly or disruptive infrastructure changes. This ensures an efficient transition while maximizing value from existing resources.

2

REAL-TIME OPERATIONAL INSIGHTS

eTrac delivers live metrics on occupancy, payment compliance, turnover, and peak demand. City staff can make informed decisions instantly, improving service, reducing congestion, and optimizing enforcement efforts.

3

CLOUD-BASED, MINIMAL HARDWARE

Our solution minimizes physical infrastructure. There are no on-site servers to maintain and no kiosks to repair frequently, ensuring lower overhead, faster uptime, and cleaner streetscapes.

4

PREDICTIVE, MINIMAL MAINTENANCE

Elite's technology is designed for low-touch, long-life operation. Predictive alerts and centralized diagnostics reduce service disruptions and eliminate the need for expensive emergency repairs.

5

DATA-DRIVEN SOLUTIONS

Advanced LPR technology ensures accurate tracking and efficient enforcement. This enables consistent compliance, minimizes disputes, and helps the City maximize revenue without increasing enforcement burden.

6

INCLUSIVE PAYMENT SOLUTIONS

Our system accommodates every user, mobile apps, contactless card payments, online portals, and pay-by-text are all available. We also support alternative methods for unbanked residents or those without smartphones, ensuring equity and accessibility.

Elite Parking Services leverages cutting-edge technology and proven methodologies to ensure compliance with parking regulations while enhancing the overall user experience for residents and visitors.

By automating access, minimizing administrative effort, and enabling precise tracking of vehicle activity, **ePARCS** enhances operational efficiency and improves the overall parking experience for employees, residents, and business stakeholders.

To further support municipal objectives, **our LPR enforcement is fully integrated with the Florida Department of Transportation (FDOT)** and the local Department of Transportation (DOT), enabling automatic processing of citations and enforcement notices via mail. Additionally, **our platform collects and reports essential transit data**, including **vehicle passenger counts**, contributing to more informed transportation planning and policy alignment with state and regional agencies.

Why Elite's ePARCS System Stands Above the Competition

Traditional parking access systems are often outdated, prone to error, and difficult to manage. These limitations result in higher costs, reduced security, and poor user experiences.

Elite's **ePARCS system** offers Fernandina Beach a smarter alternative**: a fully automated, license plate recognition (LPR)-based, ticketless access control solution that simplifies operations, enhances enforcement, and ensures only authorized vehicles gain entry.**

End-to-End Automation

Eliminates human error and improves efficiency.

Data-Driven Decisions

Provides real-time usage insights for optimized management.

High Security Standards

Ensures exclusive access with customizable control settings.

Future-Ready Integration

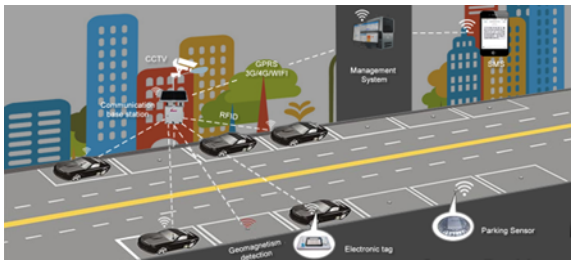
Seamlessly grows with the City's operational needs.

By eliminating manual processes, reducing administrative burden, and ensuring real-time tracking of all vehicle activity, **ePARCS** enhances operational efficiency and improves the overall parking experience for residents, visitors, employees, and business stakeholders, positioning Fernandina Beach as a forward-thinking, well-managed coastal destination.

Elite ePARCs Solutions	FEATURE	General Industry PRCS
Cloud-based, no on-premises servers	Management and Maintenance	Requires on-site server management and security
Primarily software-based with minimal hardware	Hardware Requirements	Heavy, complex hardware needing on-site tech service
Easy-to-use customer transaction screen and simplistic UI	User Interface	Complicated customer interfaces
Fully digitized and automated ingress/egress processes	Process Automation	Largely manual, disconnected systems
Quick, simple with limited infrastructure needs	Installation	Expensive, complex installation with long lead times
Low voltage, power over ethernet	Power Requirements	Requires complicated infrastructure
No on-site manpower needed; cloud-based maintenance	Maintenance	On-site maintenance tech required
Automated notifications for quick issue resolution	Service Notifications	
97% accuracy with no lost ticket issues	LPR Accuracy	Relies on ticket processing systems
AI-powered predictive analytics for service exceptions	Analytics	
Less than a second on egress, less than half a second on ingress	Transaction Speeds	
Real-time updates and service KPIs	Client Dashboard	
Various cloud-based automated payment options	Payment Options	Pay on foot and hardware-based solutions
Quicker ROI	Return on Investment	Expensive equipment with slower ROI
Easy system replacement characteristics	System Replacement	Maintenance professional needed for major outages

Smart Enforcement Through Technology

Our approach leverages tools such as LPR systems, geofencing, and automated ticketing to streamline operations and reduce violations. With data-driven strategies and a focus on user-friendly solutions, we provide the City of Fernandina Beach with a comprehensive enforcement framework that **minimizes disputes, optimizes revenue, and keeps traffic moving smoothly.**



On top of that, by leveraging advanced technologies and data-driven strategies, we ensure that parking violations are detected, addressed, and resolved efficiently, minimizing disputes while promoting compliance.

Here are the key tools and tactics we use to achieve this:

Automated Vehicle Enforcement

Smart parking meters with geofencing to monitor parking duration and detect violations.

License Plate Recognition

Used in vehicles and handheld devices to identify current and past violations and integrate with payment systems.

Mobile Apps

Real-time payment verification, notifications, and the ability to extend parking sessions for users.

<u>City-Owned LPR Enforcement Vehicle for Enhanced Collaboration</u>

As part of our commitment to supporting Fernandina Beach's enforcement efforts, Elite will provide **one municipal vehicle equipped with advanced LPR technology**, fully integrated into our eTrac system and compatible with local law enforcement platforms.

This dedicated vehicle will:

1. **Improve Compliance:** Automate license plate scans to detect violations and expired permits quickly and accurately.
2. **Enhance Enforcement Efficiency:** Increase patrol productivity by covering more ground in less time with fewer resources.
3. **Increase Revenue:** Boost citation issuance and reduce unpaid violations, directly supporting program sustainability.
4. **Support Local Police Collaboration:** Create a seamless data flow between Elite and Fernandina Beach Police Department for joint visibility, real-time insights, and faster response.

This LPR-equipped vehicle represents another step toward smarter, more efficient, and better-connected municipal parking enforcement.

Patrol Scheduling

To maximize enforcement efficiency, Elite employs a strategic approach based on:

Data-Driven Deployment

Historical data and real-time analytics are used to determine peak enforcement hours and high-demand areas, ensuring officers are deployed where and when they are needed most.

Focused Enforcement

Patrols concentrate on areas with recurring violations or unpaid sessions, addressing compliance challenges directly and proactively.

Streamlined Ticketing and Notifications

Building on efficient patrol scheduling, Elite integrates advanced technology to simplify the ticketing process and improve communication with violators:

AUTOMATED TICKETING

Reduce manual errors and staffing needs by automating ticket issuance in areas monitored by LPR and geo-fencing technology.

PAPER AND DIGITAL OPTIONS

Provide manual tickets only when necessary, prioritizing digital issuance for speed and accuracy.

PROACTIVE NOTIFICATIONS

- Notify violators via SMS, email, or the City's mobile app to facilitate timely communication and resolution.
- Ensure clear instructions on payment options and next steps to improve compliance rates.

The Process

1 Monitoring and Detection

- Patrols: Regular patrols conducted by parking enforcement officers in designated areas.

- Technology Use: Advanced technology, such as license plate recognition (LPR) systems and geofencing, will automatically detect parking violations.

2 Indentifying Violations

- Types of Violations: Clearly defined violations include expired payments, unauthorized parking, and blocking access. Municipal codes will be reviewed to ensure alignment.

- Documentation: Enforcement officers will document violations with photographs and vehicle details (license plate, make, model).

3 Issuing Citations

- Citation Details: Citations will include the date, time, location, description of the violation, and citation amount.

- Delivery: Citations will be placed on vehicles or sent electronically using digital systems.

- Advanced Practices:

  - Develop additional practices to address frequent and delinquent violations.

  - Work with the Department of Transportation (DOT) to identify vehicle owners through license plate information.

4 Payment and Penalties

- Payment Methods: Convenient payment options, including online, mail, and in-person methods.

- Late Fees: Defined penalties for late payments to encourage timely compliance.

5 Non-Payment Enforcement

- Follow-Up Notices: Reminders sent for unpaid citations.

- Collections: Partner with third-party collection agencies for chronic non-payers.

- Vehicle Immobilization: Implement booting or towing for unresolved citations after multiple warnings.

A Fair and Transparent Parking Enforcement

Elite combines advanced technologies and best practices to enforce parking regulations while prioritizing fairness and transparency. Our approach ensures compliance with the City's policies while maintaining a positive user experience with:

Clear Rules and Signage
Visible and informative signage to communicate parking rules, fees, and restrictions effectively.

Reasonable Fines
Penalty structures that deter violations without being excessively punitive, aligned with comparable municipalities.

Grace Periods
Short grace periods to encourage compliance and minimize disputes.

Dispute Resolution
An online portal where violators can review evidence and contest tickets, ensuring fairness and transparency in enforcement.

Documented Compliance with Payment Card Industry Data Security Standards (PCI DSS)

Elite Parking Services takes data security seriously. We ensure full compliance with Payment Card Industry Data Security Standards (PCI DSS) to **safeguard customer credit card information across all payment platforms used in the City of Fernandina Beach**. Our systems, policies, and procedures are designed to meet the highest standards in data protection, **ensuring secure transactions while minimizing the risk of breaches or cyber threats.**

Key components of our **Credit Card Processing and PCI Compliance Program** include:

Encrypted Transactions: All credit card data is encrypted at point of entry and throughout the transaction lifecycle. We never store sensitive credit card information. Instead, tokenization is used to replace card data with secure, randomized tokens.

Rigorous PCI Compliance Policies: Elite's internal compliance and audit department has established robust PCI compliance policies to ensure all systems and procedures align with PCI DSS standards. These policies are embedded in daily operations and reinforced through regular training and system

Ongoing PCI Compliance Audits: Our corporate operations team conducts regular assessments of PCI compliance during site visits to ensure ongoing adherence. This includes unexpected annual reviews at each location to ensure continuous compliance with all PCI DSS requirements.

Military-Grade Security: Elite secures all credit card processing systems with military-grade firewalls and encryption protocols, safeguarding the payment systems from unauthorized access. This level of protection extends to internet-connected systems and all areas where credit card data is processed or stored.

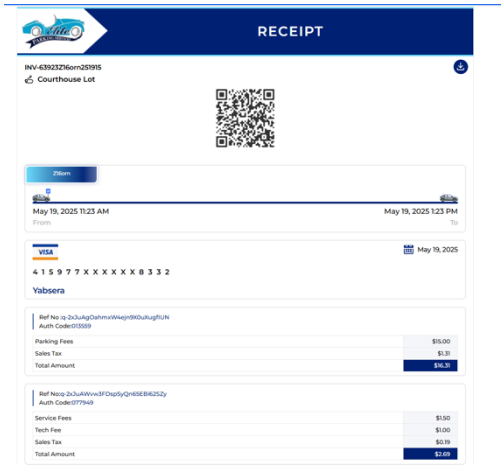
Incident Monitoring and Response: Elite's PCI compliance program includes real-time monitoring for suspicious activities and a rapid response protocol for handling potential security incidents, ensuring the highest level of protection for the City of Fernandina Beach.

Third-Party Compliance: All processors and partners we work with are PCI-DSS certified and undergo regular compliance reviews.

Training and Awareness: All staff handling credit card transactions receive specialized training on PCI DSS requirements, ensuring that compliance is consistently maintained throughout the organization.

At Elite, we do not store or retain any customer credit card numbers or personal data, **all sensitive information is encrypted, masked, and completely inaccessible to Elite staff**. For added transparency, all receipts issued to customers display only masked card information, reinforcing our commitment to data privacy.

By adhering to these strict security standards, Elite ensures that residents and visitors in the City of Fernandina Beach can enjoy a secure, seamless, and trustworthy parking payment experience.



CUSTOMER SERVICE

Delivering Outstanding Service with Fair and Respectful Enforcement

At Elite Parking Services, we are committed to delivering exceptional customer service while ensuring that parking enforcement is fair, transparent, and conducted with professionalism. For the City of Fernandina Beach, this means creating a seamless, accessible parking experience for both residents and visitors, rooted in clear communication, responsiveness, and trust.

Corporate Customer Service Program

Our Corporate Customer Service Program is built to enhance every customer interaction, making parking in Fernandina Beach stress-free and user-friendly. Key components include:

Proactive Engagement: All Elite personnel are trained through our internal **Elite University** program to offer courteous, empathetic, and knowledgeable assistance. resolving issues quickly and professionally, whether in person or via digital support.

Feedback-Driven Improvement: After each customer service interaction, a brief survey is sent to gather feedback and track satisfaction. This helps us measure performance, address issues early, and continuously raise our service standards

Data-Driven Insights: After each customer service interaction, a brief survey is sent to gather feedback and track satisfaction. This helps us measure performance, address issues early, and continuously raise our service standards

Through this structured approach, Elite ensures a high standard of service that promotes trust, supports compliance, and enhances the overall parking experience in Fernandina Beach.

COLLECTION OF MONIES AND ACCOUNTING

COMPREHENSIVE CASH CONTROL & REVENUE MANAGEMENT PLAN

Elite Parking Services is committed to providing the City of Fernandina Beach with a **secure, transparent, and fully auditable cash control and revenue management system.** Our approach ensures the integrity of all financial operations – from transaction processing to revenue reconciliation – while protecting sensitive customer data and maximizing fiscal performance.

The following highlights our strategy for managing, securing, and optimizing parking revenue operations for the City.

Collection Procedures and Revenue Integrity				
Daily Checks and Balances: We conduct daily reconciliations of cash collections and verifications of parked vehicles, ensuring accuracy, accountability, and transparency in all revenue-handling processes.	**Secure Communication Channels**: All communication between systems is encrypted to protect sensitive financial data, ensuring complete security in transactions and reporting.	**PCI-Compliant Transactions**: Our payment systems are PCI-compliant, eliminating any risk of data exposure for the City, securing both customer and residents and visitors data in every transaction.	**Dedicated Accounts**: All cash funds are deposited into distinct accounts, separated from other business funds to ensure no commingling, providing clear visibility into parking revenue.	**Automated Revenue Reconciliation**: Utilizing our state-of-the-art eTrac system, we perform swift, automated revenue reconciliations, giving the City an accurate and verifiable audit trail for all transactions.

Advanced Financial Management Tools

Automated Reconciliation and eCounting: Our automated system ensures seamless daily reconciliation of all cash and credit transactions, minimizing errors and creating a clear audit path from parking transactions to financial reporting.

Real-Time Financial Reporting: Through our client portal, the City has continuous access to real-time financial reports, including profit and loss statements and budget-to-actual comparisons, ensuring total visibility into the financial health of the operation.

Shift and Revenue Reports: Detailed shift reports segregate cash and credit transactions, ensuring clear accountability for each employee and comprehensive oversight of all revenue collected.

eValet and eTrac Integration: Our valet services integrate with eTrac, using predictive analytics to optimize staff deployment and improve customer experience, while also accurately tracking financial transactions. (*if applicable)*

Revenue Protection and Auditing

Multi-Layer Oversight: Our revenue protection strategy includes multiple independent checks, ensuring all reported revenue is accurate and any discrepancies are immediately identified and addressed.

Cash Auditing Processes: We employ strict cash-handling protocols, from cashier supervision to routine, unexpected audit checks, ensuring every transaction is properly documented and verifiable.

Automated Alerts for Discrepancies: Our eTrac system automatically flags any discrepancies between vehicle counts and revenue collection, allowing for immediate investigation and resolution.

PCI Compliance and Data Security

Strict PCI Compliance: We ensure compliance with PCI standards, conducting regular internal audits and surprise assessments to maintain the highest level of data security.

Cybersecurity Measures: All of our payment processing and internet-connected systems are protected by military-grade firewalls, safeguarding against cyber threats and ensuring the integrity of customer payment data.

Comprehensive Reporting and Real-Time Access

Continuous Reporting for the City of Fernandina Beach: The City will have round-the-clock access to all operational reports, including detailed financial summaries, shift reports, and performance against budget forecasts.

Real-Time Monitoring: With real-time monitoring and reporting available through our client dashboard, the City will have immediate access to critical data for informed decision-making and operational planning.

PERSONNEL ADMINISTRATION

RIGHT-SIZED STAFFING FOR SEAMLESS PARKING IN FERNANDINA BEACH

Elite Parking Services is uniquely equipped to support the City of Fernandina Beach through a **personalized staffing strategy that adapts to the City's seasonal patterns, downtown activity levels, and community expectations**. By

combining a data-informed staffing methodology with real-time operational oversight and local team management, we deliver reliable service, streamlined enforcement, and strong community alignment.

ELITE'S TAILORED STAFFING METHODOLOGY

Unlike one-size-fits-all approaches often seen in municipal operations, Elite applies a **flexible, data-driven staffing model** to match actual demand with the right level of personnel, ensuring cost efficiency and operational excellence year-round.

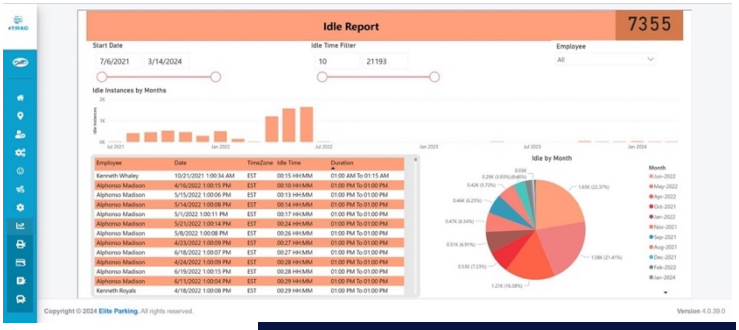
Our methodology includes:

1 **Seasonal Forecasting**: We analyze historical trends, special event schedules, and tourism peaks to build flexible staffing plans that scale with Fernandina Beach's dynamic needs.

2 **Real-Time Adjustment**: Leveraging our proprietary eTrac system, we monitor parking patterns live and make real-time staffing changes when needed—ensuring consistent performance even during high-demand periods.

3 **Site-Specific Modeling:** We assess each enforcement and operations zone individually, tailoring staff coverage and deployment to reduce response times and improve compliance.

Elite's refined staffing methodology ensures that our clients pay only for the essential services required, not excess staffing. **Our approach optimizes on-site teams to match the actual service demands, leading to a direct reduction in service costs and an enhancement in employee performance.**



Real-Time Idle Report Available on eTRAC

This efficiency is driven by our service model's clear directives and technology, which ensures tasks are completed in line with our stringent guidelines, timelines, and service standards.

This proven methodology guarantees:

NO WASTED RESOURCES	RESPONSIVE SERVICE	LOCAL ACCOUNTABILITY
the City only pays for the support it actually needs.	staff are present and prepared during peak times and events, but scaled down when demand is lower.	our on-the-ground team is available quickly to address resident and visitor concerns in real time.

Unlike other parking companies lacking a systematic approach to staffing, Elite's proven approach, Elite ensures that Fernandina Beach benefits from a well-managed parking program that is **smart, responsive, and locally grounded**—with staffing tailored to meet the City's operational goals, budget constraints, and service expectations.

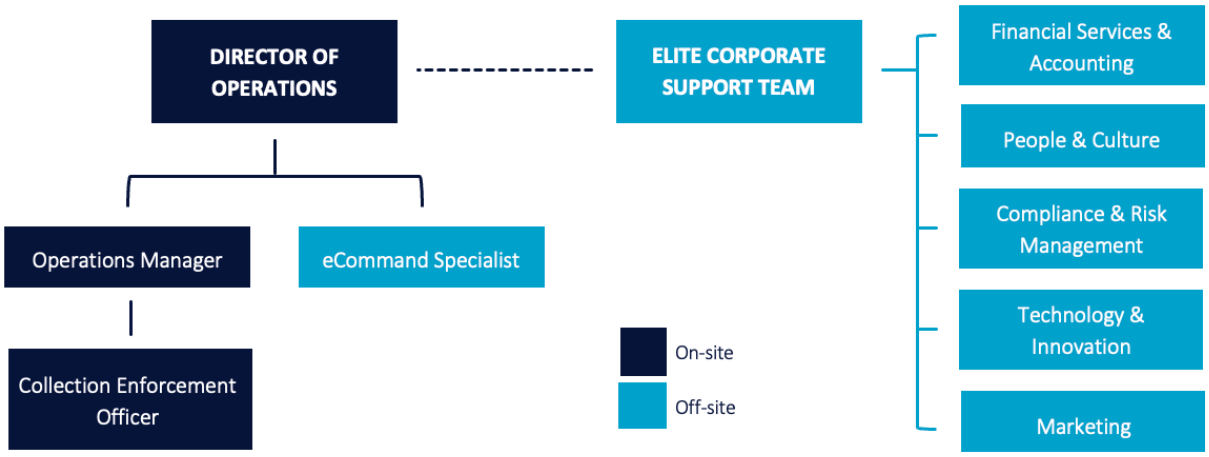
Staffing Plan for Fernandina Beach

Elite Parking Services uses real-time data from our proprietary **eTrac** platform to analyze parking activity, transaction patterns, and enforcement volumes, allowing us to **accurately forecast staffing** needs and deliver efficient service without inflating labor costs.

We understand exactly what's required at each operational touchpoint, whether it's monitoring curbside zones, issuing citations, managing permit requests, or responding to customer concerns. This clarity allows us to staff with precision, **ensuring responsiveness, reduced downtime, and high-quality service** during both peak and off-peak periods.

Our operational structure is built around a **dual-support model** with both an **on-site operations team** – dedicated to daily service delivery, customer interaction, and performance execution, – and an **off-site support team** – providing oversight, reporting, technology management, and strategic direction to ensure consistency and ongoing optimization.

Here's how the structure works in practice:



This structure ensures that Fernandina Beach benefits from a **professional, community-aligned, and data-driven parking program**, backed by real-time intelligence and a team that understands both the local context and best-in-class municipal operations.

EMPLOYEE SCREENING

Elite Parking Services places the utmost importance on hiring qualified, professional, and compliant staff to represent the City of Fernandina Beach. Our rigorous screening processes and scheduling practices are designed to ensure that every team member meets the highest standards of skill, professionalism, and legal compliance. By maintaining a workforce that is thoroughly vetted and expertly trained, we guarantee exceptional service delivery that aligns seamlessly with City's operational goals and values.

Key Qualifications Across All Positions:

- **Screening and Legal Compliance**: All employees undergo rigorous background checks, including eligibility verification to legally work in the United States.
- **Proficiency in English**: All frontline staff are fluent in English and trained to interact clearly and professionally with both residents and visitors. Supervisory team members are also capable of written communication for reporting, documentation, and incident resolution.

- **Parking Expertise**: Whether enforcing regulations, managing parking services, or supporting other related operations, employees are equipped with the skills and training needed to address the public respectfully and ensure daily operations run smoothly.

CUSTOMER SERVICE TRAINING, POLICIES, AND COMPLAINT RESOLUTION

At Elite Parking Services, we understand that our responsibility extends beyond enforcement, **we represent the City of Fernandina Beach in every interaction with residents and visitors**. Our comprehensive customer service program is designed to foster trust, ensure respectful communication, and deliver a positive experience at every touchpoint.

Our approach is grounded in municipal values, combining thorough training, clear policies, and responsive complaint resolution processes. Whether assisting with a payment question, addressing a citation concern, or helping a first-time visitor navigate the system, **Elite team members are trained to listen, respond empathetically, and resolve issues effectively.**

As part of this program, every guest interaction is followed by opportunities for feedback to measure our performance and identify areas for continuous improvement. Through this commitment to outstanding service, we aim to achieve:

Leveraging our advanced **eTrac technology**, Elite Parking Services captures and measures service quality across every customer touchpoint. From parking payments and citations to on-the-ground interactions, our system provides **real-time analytics** on satisfaction and responsiveness.

These insights are shared with the City of Fernandina Beach to enable **informed, timely decisions** that improve service delivery, enhance transparency, and ensure public trust.

GETTING THE RIGHT PEOPLE IN THE RIGHT SEAT

At Elite, we understand that the quality of our staff is as crucial as any operational metric. Therefore, we ensure that all employees undergo a rigorous interview process, as mentioned above. Once selected, they participate in an **intense training and onboarding program focused on what we call Customer Satisfaction Behaviors**. This training doesn't just introduce these behaviors—it instills them, **ensuring our team excels in every interaction with parking customers.**

These behaviors include:

First Impressions

We train all team members on the importance of maintaining a professional appearance at all times, helping them understand the value of their uniform and the brand it represents. This aligns with our goal of making an outstanding first impression on every occasion.

Customer Interactions

Given our continuous interaction with customers, whether as bus drivers, cashiers, valet attendants, or auditors, we emphasize the importance of eye contact, warm greetings, polite and professional communication, and sincere farewells.

Conflict Resolution and Problem Solving

We equip our staff with the necessary tools to address customer issues effectively, fostering a can-do attitude that eliminates phrases like "I don't know" or "I can't help you."

TRAIN AND EQUIP ENFORCEMENT STAFF

Training at Elite is an ongoing process, **with all employees receiving regular refresher courses through Elite University to stay updated on the latest customer service techniques and operational standards**. We prioritize team morale and engagement by offering competitive benefits, including bonus programs, paid time off, healthcare, employee recognition programs, and annual appreciation events. **A happy and motivated team translates into superior service for the guests and customers they interact with daily.**

Elite Parking Services' training programs are meticulously crafted to prepare our staff to deliver outstanding parking services at the City of Fernandina Beach. By investing in continuous education and professional growth through Elite University, we reaffirm our commitment to **maintaining the highest standards of service excellence and meeting the expectations of the City.**

Elite's staffing plan includes:

1 Comprehensive Training

In-depth training on parking policies, enforcement technology (e.g., LPR systems, mobile apps), and customer service best practices.

2 Standardized Procedures

Clear guidelines for ticketing, issuing warnings, and managing disputes to ensure consistency across all enforcement activities.

3 Safety Training

Specialized training in conflict management and personal safety to equip officers with the tools and strategies to handle challenging interactions professionally and safely.

CUSTOMER COMPLAINTS RESOLUTION

We ensure **all customer complaints are addressed within 24 hours**, with all actions and outcomes documented in eTrac to facilitate continuous improvement and client satisfaction.

Employee Training

Our comprehensive training programs are designed to enhance job performance, promote professional growth, and ensure exceptional customer service across all facets of municipality parking operations.

Employee Training and Industry Affiliations

Our commitment to excellence extends to comprehensive employee training, underscored by mandatory TSA First Observer certification. This specialized training, introduced by the Transportation Security Administration, equips our staff with essential skills to identify and report suspicious behavior, contributing to the safety and security of the parking facilities we manage. Additionally, our industry affiliations with organizations like the International Parking Institute (IPI) and Smith Systems enrich our training programs, ensuring our team is well-versed in the latest standards and practices within the parking and transportation industry.

Elite University

Elite University (EU) is our proprietary online learning platform designed to foster operational continuity and elevate employee productivity. EU offers tailored training modules specific to our target markets – hospitals, airports, and municipalities – thereby enhancing our employees' understanding and proficiency. By promoting a cohesive team environment and providing top-notch training, EU plays a crucial role in mitigating operational challenges, errors, and risks, ensuring our staff is equipped to deliver exceptional service every day.

Parking Employee Customer Service and Interaction Training

At Elite, we place a significant emphasis on customer service excellence. Our comprehensive training program, developed in partnership with the International Parking Institute (IPI), defines and instills the principles of outstanding customer service in all our employees. This program covers essential skills such as active listening, understanding non-verbal cues, and employing specific communication techniques tailored to the parking industry. By ensuring all staff members complete this industry-leading training, we guarantee that every customer interaction reflects Elite's high standards of service.

The Elite Leader Program

The Elite Leader Program represents our dedication to cultivating leadership excellence within our organization. This annual training initiative is designed to enhance problem-solving skills, foster innovative solutions, and encourage a creative approach to addressing client issues. By instilling ten distinct leadership qualities in our management teams, the program ensures that our leaders are equipped to effectively guide their staff, fostering a positive and productive work environment. This commitment to leadership development is integral to our strategy, ensuring that our teams are led by individuals who embody the Elite standard of excellence.

STAFF UNIFORM AND APPEARANCE STANDARDS

At Elite Parking Services, we understand that every member of our team represents not only our company, but the **City of Fernandina Beach** itself. That's why we uphold rigorous standards for staff uniforms and personal appearance, **ensuring that every interaction with residents and visitors is professional, respectful, and consistent with the City's welcoming atmosphere.**

Uniform Standards

- **Professional, Branded Attire:** All employees will wear Elite-issued uniforms that are clean, well-maintained, and clearly branded with the **Elite Parking Services logo**. Where appropriate, branding may also include identifiers that reflect our partnership with the City.
- **Functional & Approachable Design:** Uniforms are designed for high visibility, ease of movement, and weather-appropriate conditions, ensuring staff remain both accessible and operational in any environment.

Name Badges

Each team member will wear a name badge displaying their first name and role. This reinforces personal accountability and helps foster **friendly, approachable interactions** with the public.

Presentation and Grooming

We maintain high expectations for professional appearance:

- Staff must arrive in clean, pressed uniforms with polished footwear.
- Grooming must be neat and presentable at all times.
- Personal hygiene and demeanor are strictly monitored to ensure staff interactions reflect the **City's standards of hospitality, respect, and civic pride**.

By setting and enforcing these uniform and grooming standards, Elite ensures that the public-facing image of the City's parking program is **one of professionalism, trust, and community alignment**.

INSTALLATION AND MANAGEMENT
SIGNAGE STRATEGY

As part of our installation and operations management plan, Elite Parking Services will implement a consistent, high-impact signage strategy to **ensure residents and visitors can easily navigate the City of Fernandina Beach's parking program**. Clear, professional signage plays a vital role in enhancing customer experience, **increasing compliance, and reducing confusion** at every point of interaction.

All signage deployed under Elite's direction will adhere to the following design and placement principles:

Clear, Simple Messaging	All language used will be direct, concise, and easily understandable by both residents and visitors—avoiding industry jargon or overly complex instructions.
Readable Typography	Fonts will be legible from an appropriate distance, using clean, sans-serif typefaces and avoiding overly decorative or stylized fonts that could impact readability.
High Contrast for Visibility	Text will be displayed with strong color contrast against the background to ensure maximum visibility in all lighting conditions. Signage colors will align with the City's branding and ADA standards where applicable.
Strategic Sizing and Placement	Signs will be appropriately sized based on their purpose (e.g., entry vs. payment instructions) and strategically placed at eye level or vehicle line of sight depending on pedestrian or driver orientation.
Universal Symbols and Icons	To reduce reliance on text alone, all signs will incorporate internationally recognized pictograms—such as arrows, "P" symbols for parking, and accessibility icons—for quick comprehension.
Wayfinding & Directional Guidance	Elite signage will clearly direct users to all major destinations including entry/exit points, payment kiosks, designated zones (employee, ADA, event), and customer service touchpoints.
Color Coding for Clarity	Distinct colors will differentiate zones or functions within the system (e.g., green for general access, red for exits, blue for ADA-accessible spaces), improving flow and intuitive wayfinding.
Contact Information for Support	Customer service contact information will be included on all major signage, ensuring users have immediate access to assistance when needed—especially near payment stations and exit points.
Ongoing Maintenance & Quality Control	Signage will be regularly inspected for wear, visibility, or obstruction. Damaged signs will be promptly replaced to maintain a polished, professional environment.
Feedback & Effectiveness Testing	Elite will periodically gather user feedback and conduct internal evaluations to ensure signage remains effective and responsive to real-world needs and evolving conditions.

This signage strategy is designed not only to guide, but to reassure. It supports smooth operations, enhances compliance, and **reflects the City's commitment to providing a positive, accessible, and transparent parking experience for all.**

References

Elite Parking
Services of America

PROPOSAL TAB C

REFERENCES

This section provides contact information of five of our top references.

Parking Management
Services for the City of
Fernandina Beach

TRUSTED PARTNERS AND VERIFIED SUCCESS

Elite is proud of its long-standing relationships with clients who trust us to manage their parking operations effectively. The references below include direct clients who can verify our ability to deliver exceptional results.

JACKSONVILLE TRANSPORTATION AUTHORITY

Nathaniel Ford, Chief Executive Officer

100 LaVilla Center Drive
Jacksonville, FL. 32204

nford@jtafla.com | 904-630-3100

COJ & Downtown Investment Authority

Aundra Wallace, President

3 Independent Drive
Jacksonville, FL 32202

O: 904.366.6690 | M: 904.864.0616

JWB

Alex Sifakis, President

7563 Philips Hwy Ste 109
Jacksonville FL 32256
904-566-6400

HYATT REGENCY JACKSONVILLE

Jeff Thompson, General Manager

225 E Coastline Dr
Jacksonville, FL 32202

jeff.thompson@hyatt.com | 775-233-7107

CITY OF ST. AUGUSTINE

Xavier L. Pellicer III, P.E., Mobility Coordinator

P.O. Box 210
St. Augustine, FL 32085

xpellicer@citystaug.com | 904.209.4211

Financials

Elite Parking
Services of America

PROPOSAL TAB D

PROJECT BUDGET AND COSTS

This section includes a projected budget and revenue for the project as well as the fees proposed and a reasoning of how Elite is proposing those for the City of Fernandina Beach's parking.

Parking Management
Services for the City of
Fernandina Beach

SMART PRICING STRATEGY BACKED BY REAL-WORLD DATA

Elite Parking Services doesn't guess when it comes to pricing, we use real-world data from cities just like Fernandina Beach to **craft a pricing strategy that's fair, competitive, and proven to work**.

Our proposed pricing is grounded in a comprehensive analysis of peer municipalities that share similar:

Size & Scale
Small to mid-sized coastal towns

Demographics
Local resident populations balanced with high seasonal visitor inflows

Geographic & Economic Profiles
Beach communities that rely on tourism and small business activity

We've studied parking programs in places such as **Wrightsville Beach, Myrtle Beach, Carolina Beach, and Cocoa Beach** – all of which face challenges similar to Fernandina Beach: limited space, seasonal surges, and the need to balance resident satisfaction with visitor convenience.

	WRIGHTSVILLE BEACH, NC	MYRTLE BEACH, SC	CAROLINA BEACH, NC	COCOA BEACH, FL
Population	2,697	2,697	6,826	11,417
Annual Visitors	35,000	18,200,000	-	2,500,000
Revenue	$5,645,839	$5,954,947	$4,200,000	$3,500,000
Spaces	1,882	874	1,100	2,387
Enforcement Hours	9AM – 8PM	9AM – 12AM	9AM – 12AM	12AM – 11PM
Rate Structure				
Hourly Rate	$5.00	$2.00 – 3.00	$6.00 – 7.00	$5.00
Daily Rate	$25.00	$10.00 – 15.00	$25.00 – 35.00	$15.00
Weekly Parking Pass Rate	$245.00	-	$100.00	-
Residential Parking Permit Rate (year)	$50.00	-	$30.00	$20.00
Oversize Vehicle Parking	-	-	$10.00/hr $40.00/day	-
Employee Parking	-	-	$100.00	$20.00
Fines	$150.00 – 300.00	$60.00	$60.00	$60.00

Data-Informed, Community-Minded

Our pricing reflects:

1. **What works in similar markets**: Tested models that show how pricing can encourage turnover, increase accessibility, and support local businesses.
2. **Revenue forecasting based on precedent**: Realistic, conservative revenue projections tied directly to performance in comparable cities.

3 **Local sensitivity**: Consideration of Fernandina Beach's character, community priorities, and current parking behaviors.

This isn't a one-size-fits-all solution, it's a tailored model built with proven benchmarks. By basing our pricing on successful programs in peer communities, **Fernandina Beach can be confident that this program will be both financially effective and publicly accepted.**

PRICING FOR FERNANDINA BEACH

Assumptions:

Population	13,646
Annual Visitors	1,346,600
Enforcement Period	9AM – 12AM

RATE STRUCTURE

Hourly Rate	Daily Rate	Residential Parking Permit	Employee Parking Downtown	Fines
$5	$15	FREE	$20	$60

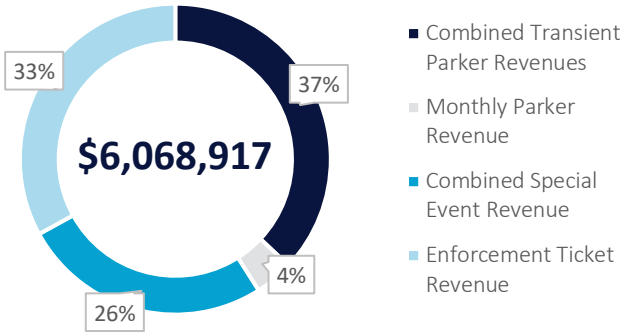
REVENUE FORECAST

		REVENUE SHARE MODEL	
	GROSS REVENUE	70%	30%
YEAR 1	$6,068,917	$4,248,242	$1,820,675
YEAR 2	$6,372,363	$4,460,654	$1,911,709
YEAR 3	$6,690,981	$4,683,687	$2,007,294
YEAR 4	$7,025,530	$4,917,871	$2,107,659
YEAR 5	$7,376,807	$5,163,765	$2,213,042
TOTAL REVENUE	$33,534,598	$23,474,218	$10,060,379

REVENUE BREAKDOWN FOR YEAR 1

Our proposed program for Fernandina Beach is designed to **generate sustainable revenue across multiple streams, not just from everyday parkers**, but from special events and active enforcement.

The pie chart illustrates the estimated $6 million in combined annual revenue, broken down by source. This data-driven model ensures that the financial lift isn't placed solely on one group,



transient parkers, monthly permit holders, event attendees, and violators all contribute proportionately to the system's success.

By diversifying revenue sources, **Fernandina Beach gains a more resilient and future-ready parking program, one that funds infrastructure, supports enforcement, and delivers real value to the community.**

Insurance

Elite Parking
Services of America

PROPOSAL TAB E

CERTIFICATES OF INSURANCE

This section includes Elite's insurance certificates for professional liability, general liability, and workers compensation.

Parking Management
Services for the City of
Fernandina Beach

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 10/2/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Hylant - Grand Rapids
85 Campau Ave. NW, Ste 100
Grand Rapids MI 49503

License#: 23894
ELITPAR-02

CONTACT NAME: Jennifer Collins
PHONE (A/C, No, Ext): 317-817-5152 **FAX (A/C, No):** 317-817-5151
E-MAIL ADDRESS: jennifer.collins@hylant.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Crum & Forster Specialty Insurance Company	44520
INSURER B : Travelers Indemnity Co of Amer	25666
INSURER C : Travelers Indemnity Co of CT	25682
INSURER D : AmTrust Insurance Company	15954
INSURER E :	
INSURER F :	

INSURED
Elite Parking Services of America, Inc.
76 S Laura St
Ste 1702
Jacksonville FL 32202-5444

COVERAGES **CERTIFICATE NUMBER:** 1119726810 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
B	X COMMERCIAL GENERAL LIABILITY	Y	Y	6600Y495717	9/9/2024	9/9/2025	EACH OCCURRENCE	$ 1,000,000
	CLAIMS-MADE X OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 0
							PERSONAL & ADV INJURY	$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	X POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ 2,000,000
	OTHER:							$
C	AUTOMOBILE LIABILITY	Y	Y	BAA0946626	9/9/2024	9/9/2025	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
	ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY / X SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	X HIRED AUTOS ONLY / X NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
A	X UMBRELLA LIAB / X OCCUR	Y	Y	SEO132177	9/9/2024	9/9/2025	EACH OCCURRENCE	$ 5,000,000
	EXCESS LIAB / CLAIMS-MADE						AGGREGATE	$ 5,000,000
	DED X RETENTION $ 10,000							$
D	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	N / A		WWC3669373	9/9/2024	9/9/2025	X PER STATUTE / OTH-ER	
	ANYPROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N						E.L. EACH ACCIDENT	$ 1,000,000
	(Mandatory in NH)						E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - POLICY LIMIT	$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

Insured Information

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Nicholas R Hylant

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Exhibits

Elite Parking
Services of America

PROPOSAL TAB F

EXHIBITS

Parking Management
Services for the City of
Fernandina Beach

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "A"
CONTACT SHEET

Name: Elite Parking SE-M, LLC.

Federal Taxpayer ID: 46-2196678

Mailing Address: 76 South Laura Street, Suite 1702

City, State, & Zip Code: Jacksonville, Florida 32202

Telephone: +1-904-297-4437 **Fax:** +1-904-513-9247

Email: DaneGrey@eliteparkingsoa.com

Submitted By: Dane Grey

Title: President & CEO

Accounting Contact:

Name: Imran Abdallah **Title:** Controller

Email Address: ImranAbdallah@eliteparkingsoa.com **Phone:** +1-904-297-4437

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "B"

SWORN STATEMENT UNDER F.S. SECTION 287.133(3) (A), ON PUBLIC ENTITY CRIMES

THIS FORM SHALL BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid, Proposal or Contract for _____.

2. This sworn statement is submitted by (entity) Elite Parking SE-M, LLC whose business address is 76 S. Laura St. Ste 1702 and (if applicable) Federal Employer Identification Number (FEIN) is 46-2196678 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

3. My name is Dane Grey and my relationship to the entity named above is President.

4. I understand that a "public entity crime" as defined in Paragraph 287.133(a) (g). Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or any agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in paragraph 287.133(a) (b), Florida Statutes, means finding of guilt or a conviction of a public entity crime with or without an adjudication of guilt, in any federal or state trial court of records relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1) (a), Florida Statutes, means:

   1. A predecessor or successor of a person convicted of a public entity crime; or

   2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The City of Fernandina Beach, Florida ownership by one of shares constituting a controlling income among persons when not for fair interest in another person, or a pooling of equipment or income among persons when not for fair market value under a length agreement, shall be a prima facie case that one person controls another person. A person who was knowingly convicted of a public entity crime, in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of the state or of the United States with

the legal power to enter into a binding contract for provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)

X Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. (Please attach a copy of the final order.)

____ The person or affiliate was placed on the convicted FIRM list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in public interest to remove the person or affiliate from the convicted FIRM list. (Please attach a copy of the final order.)

____ The person or affiliate has not been placed on the convicted FIRM list. (Please describe any action taken by, or pending with, the Department of General Services.)

6/4/2025

Signature Date:

STATE OF FLORIDA
COUNTY OF _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 4 day of June, 2025, and is personally known to me, or has provided _____ as identification.

Victoria D. Christie
Notary Public
My Commission expires: _____

VICTORIA D. CHRISTIE
Notary Public-State of Florida
Commission # HH 451013
My Commission Expires
October 04, 2027

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "C"

DRUG-FREE WORKPLACE CERTIFICATION

The below-signed INDIVIDUAL/FIRM certifies that it has implemented a drug-free workplace program. In order to have a drug-free workplace prepare, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.

2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.

3. Give each employee engaged in providing the commodities or services a copy of the statement specified in paragraph 1.

4. In the statement in paragraph 1., notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of nolo contendere to, any violation occurring in the workplace no later than five (5) working days after such conviction.

5. Impose a sanction on or require fine satisfactory participation in drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.

6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I Certify that this firm complies fully with the above drug-free workplace requirements.

COMPANY: Elite Parking SE-M, LLC.

CITY: Jacksonville STATE: FL ZIP CODE: 32202

SIGNATURE: _____ PHONE: +1-904-297-4437

NAME (TYPED OR PRINTED): Dane Grey TITLE: President & CEO

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "D"

E-VERIFY STATEMENT

Bid/Proposal Number: RFP 25-05

Project Description: Parking Management Services

I/FIRM acknowledges and agrees to the following:

I/FIRM will utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

1. All persons employed by the FIRM during the term of the Contract to perform employment duties within Florida; and

2. All persons assigned by the FIRM to perform work pursuant to the contract with the Department.

Individual/Company/Firm: Dane Grey / Elite Parking SE-M, LLC.

Authorized Signature:

Title: President & CEO

Date: 06/04/25

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "E"

PROPOSER ACKNOWLEDGEMENTS AND AGREEMENTS

The undersigned, as an employee or agent of the Proposer, having the authority to sign a binding agreement on behalf of the corporation, company, or firm presenting this submittal, confirms understanding and/or agreement and/or takes exception with any statement in the following sections of this RFP document.

1. INTRODUCTION AND GENERAL INFORMATION
   Understands and agrees to all terms.

2. PROPOSAL INSTRUCTIONS, TERMS AND CONDITIONS
   Understands and agrees to all terms.

3. EVALUATION AND CONTRACT OVERVIEW
   Understands and agrees to all terms.

4. PROPOSER'S RESPONSE: SUBMITTAL INFORMATION
   Understands and agrees to all terms.

5. PROPOSER'S RESPONSE: PROPOSED TEAM
   Understands and agrees to all terms.

6. PROPOSER'S RESPONSE: PROPOSED COMPENSATION
   Understands and agrees to all terms.

Name: Dane Grey Title: President & CEO

Signature: _____ Date: 06/04/25

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "F"

CONFLICT OF INTEREST STATEMENT

This sworn statement is submitted with Bid, Proposal or Contract for Parking Management Services.

This sworn statement is submitted by (entity) Elite Parking SE-M, LLC whose business address is 76 S. Laura St. Ste 1702 Jacksonville FL 32202 and (if applicable) Federal Employer Identification Number (FEIN) is 46-2196678 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

My name is Dane Grey and my relationship to the entity named above is President.

1. The above-named entity is submitting a Proposal for the City of Fernandina Beach.
2. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
3. The Affiant states that only one submittal for the above proposal is being submitted and that the above-named entity has no financial interest in other entities submitting proposals for the same project.
4. Neither the Affiant nor the above- n a m e d entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
5. Neither the entity not its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
6. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
7. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Fernandina Beach.
8. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of Fernandina Beach.

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

9. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above-named entity, will immediately notify the City of Fernandina Beach.

6/5/2025

Signature Date:

STATE OF FLORIDA
COUNTY OF Duval
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this June 5, 2025, and is personally known to me, or has provided _____ as identification.

Victoria D. Christie My Commission expires:
Notary Signature

VICTORIA D. CHRISTIE
Notary Public-State of Florida
Commission # HH 451013
My Commission Expires
October 04, 2027

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "H"

DISPUTES DISCLOSURE FORM

Answer the following questions by placing as "X" after "YES" or "NO". If you answer "YES", please explain in the space provided, or via attachment.

Has your firm or any of its officers, received a reprimand of any nature or been suspended by the Department of Professional Regulations or any other regulatory agency or professional association within the last five (5) years?
YES___ NO_X_

Has your firm, or any member of your firm, been declared in default, terminated or removed from a contract or job related to the services your firm provides in the regular course of business within the last five (5) years?
YES_____NO_X___

Has your firm had against it or filed any request for equitable adjustment, contract claims, bid protest, or litigation in the past five (5) years that is related to the services your firm provides in the regular course of business?
YES_____NO_X___

If yes, state the nature of the request for equitable adjustment, contract claim, litigation, or protest, and state a brief description of the case, the outcome or status of the suit and the monetary amounts or extended contract time involved.

I hereby certify that all statements made are true and agree and understand that any misstatement or misrepresentation or falsification of facts shall be cause for forfeiture of rights for further consideration of this proposal for the City of Fernandina Beach.

Elite Parking SE-M, LLC.	06/04/2025
Firm	Date
	Dane Grey I President & CEO
Authorized Signature	Printed or Typed Name and Title

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034

ADDENDUM No. 1

The following changes are applicable to the original documents and specifications of **RFP 25-05**. This Addendum No.1 now becomes part of the original Request for Proposal and shall be acknowledged by attaching a copy of this Addendum, signed by an authorized representative of the person or firm submitting the response. Failure to do so may disqualify the response submittal.

Submitters shall thoroughly familiarize themselves with the contents of this Addendum before submitting the response.

NAME: Dane Grey **TITLE:** President

ADDRESS: 76 S. Laura St. Ste 1702

CITY: Jacksonville **STATE:** Florida

AUTHORIZED SIGNATURE: _____ **DATE:** 6/4/2024

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "G"

NON-COLLUSION AFFIDAVIT

This sworn statement is submitted with Bid, Proposal or Contract for Parking Management Services.

This sworn statement is submitted by (entity) Elite Parking SE-M, LLC whose business address is 76 S. Laura St. STE 1702 Jacksonville, FL 32202 and (if applicable) Federal Employer Identification Number (FEIN) is 46-2196678 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

My name is Dane Grey and my relationship to the entity named above is President.

1. The above named is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

2. Such Proposal is genuine and is not a collusive or sham proposal;

3. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Fernandina Beach, Florida or any person interested in the proposed Contract; and

4. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

6/4/2025

Signature Date:

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

STATE OF FLORIDA
COUNTY OF Duval

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 4 day of June 2025, and is personally known to me, or has provided _____ as identification.

Victoria D. Christie My Commission expires: _____
Notary Signature

VICTORIA D. CHRISTIE
Notary Public-State of Florida
Commission # HH 451013
My Commission Expires
October 04, 2027

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

Proposal prepared by:

One Parking, Inc.
Kirsten Dolan – CEO
477 S Rosemary Ave, Suite 325
West Palm Beach, FL 33401
Kirsten@oneparking.com | www.OneParking.com

RESPONSE TO REQUEST FOR PROPOSAL

RFP 25-05

DUE: JUNE 5, 2025 2PM EST

PARKING MANAGEMENT SERVICES

CITY OF FERNANDINA BEACH

FLORIDA

Proposal prepared for:

City of Fernandina Beach
City Clerk's Office
204 Ash Street
Fernandina Beach, FL 32034

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COVER LETTER

June 5, 2025

CITY OF FERNANDINA BEACH
City Clerk's Office
204 Ash Street
Fernandina Beach, FL 32034

Dear Sir/Madam:

One Parking, Inc. is pleased to present the City of Fernandina Beach with the enclosed proposal to provide Parking Management Services. Our proposal showcases the many advantages to the City of Fernandina Beach if One Parking is selected. *Why One Parking for the City of Fernandina Beach?*

- One Parking Executives have a combined 60+ years of municipal experience, having operated for multiple cities nationwide, **particularly in beach and coastal communities**.
- One Parking has a large footprint in Florida. We manage 20+ locations in Florida (4 of which are the City of Delray Beach, the City of Pompano Beach, the City of Lauderdale-By-The-Sea, and Volusia County). We have hundreds of employees spanning multiple counties and our company headquarters is in West Palm Beach. In our Volusia County enforcement zone, we have more than 130 employees intent on bringing the best possible parking experience to both residents and tourists alike.
- Comprehensive understanding of Fernandina Beach and the City's mission to present a successful program for the residents and visitors. We are sensitive to the sentiment of the resident taxpayers and have created other enforcement programs where the bulk of the revenue is derived by tourists.
- City staff can pick from two methods of operations, choosing the one that best meets the needs and vision of your leadership team. Expenses vary by $100,000+ depending on the method chosen. Profit estimate of $1.8M+.
- Technology leaders and experts in integrating and deploying effective technologies.
- 24/7 support from our **"local/Florida"** Executive Team and Key Personnel.
- Nationally Certified Women-Owned Business Enterprise (WBE) to help meet diversity goals.

Thank you for the opportunity to participate in the RFP process. One Parking has a thorough understanding of the scope of work and project and we are ready to commit to the oversight of the parking program. Should you have any questions, please feel free to contact me directly at 917-664-3430 or email kirsten@oneparking.com.

Sincerely,

Kirsten Dolan
CEO

cc: Mark Pratt, President & COO

CONTACT SHEET

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "A"

CONTACT SHEET

Name: One Parking, Inc.

Federal Taxpayer ID: 20-2051457

Mailing Address: 477 South Rosemary Avenue, Suite 325

City, State, & Zip Code: West Palm Beach, FL 33401

Telephone: 561-833-7222 **Fax:** 561-833-7267

Email: Kirsten@oneparking.com

Submitted By: Kirsten Dolan

Title: CEO

Accounting Contact:

Name: Diane Demers **Title:** Corporate Officer/Treasurer

Email Address: ddemers@oneparking.com **Phone:** 561-596-5129

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

20

COMPANY PROFILE

Entity Name:	One Parking, Inc.
Ownership Structure:	Corporation
Founded:	2004 *(privately held)*
Co-Founder & CEO:	Kirsten Dolan
Headquarters:	477 S Rosemary Avenue, Suite 325, West Palm Beach, FL 33401 P 561-833-7222 F 561-833-7267 C 917-664-3430
Employees:	700+
Annual Revenue:	180M+

Markets

California, Chicago, Florida, Maryland, New Jersey, New York, Virginia, Washington, DC, Wisconsin

Comprehensive Services

Enforcement; Self-Park; Valet; Shuttle Operations; Concierge; Parking Facility Maintenance; Consulting; Technology Selection

One Parking, Inc. is a Nationally Certified Woman Business Enterprise (WBE) and a Nationally Certified Woman-Owned Small Business (WOSB). One Parking works with a vast number of landlords and tenants, many of whom have vendor diversity requirements. Our diversity certification can help the City of Fernandina Beach in achieving any diversity goals you may have.

WBENC National Certification Number: 2005120317
Certification Granted: May 9, 2012 | Expiration: May 9, 2026

One Parking Representatives

One Parking authorizes the following to make representations for our firm:

Primary Representative:

Kirsten Dolan - CEO
477 S Rosemary Avenue, Suite 325
West Palm Beach, FL 33401

O 561-833-7222 F 561-833-7267
C 917-664-3430
Kirsten@oneparking.com

Secondary Representative:

Mark Pratt - President & COO
477 S Rosemary Avenue, Suite 325
West Palm Beach, FL 33401

O 561-833-7222 F 561-833-7267
C 317-716-6016
MPratt@oneparking.com

TAB A

FIRM QUALIFICATIONS & EXPERIENCE

A. FIRM QUALIFICATIONS & EXPERIENCE

One Parking is a highly qualified parking management firm headquartered in the City of West Palm Beach, Florida. Organized in 2004, One Parking has grown to manage well over 60,000 parking spaces for municipalities and private ownership groups throughout the nation. Our business model is to provide a higher level of service and attention to a select number of properties, thereby giving our customers and clients a level of attention that is unmatched in the industry. We are unique since our clients receive attention and hands-on project reviews from the highest levels of the organization.

One Parking has an unwavering emphasis on providing best-in-class service and solving the most difficult challenges. Our employees and stakeholders are passionate about delivering excellent service and our reputation is built on putting our customers and clients first. We work to bring technology and management experience together to provide efficiencies, optimum rates, highly efficient operating expenses, strong cash control, space management techniques, and maximum online and on-the-street marketing exposure. We are distinct, in that we look at each parking program and location as unique and we tailor a specific operating plan to optimize the parking program. **For the City of Fernandina Beach**, we will work collaboratively with all stakeholders to execute the City's goals and provide proactive recommendations for improvement. Because of the size of One Parking, we are nimble enough to move between different types of support structures and create a team atmosphere, working within the structure of the City to ease the transition.

Financial Ability to Perform Services

One Parking, Inc. is an established and successful parking operator, in business for over 20 years. One Parking leases and manages over 200 locations, as well as consults on numerous developments across the country. As a testament to One Parking's financial strength, we handle over 120M in revenue annually for our clients and work for some of the most demanding and fiscally stringent/regulated entities in the world including the International Monetary Fund (IMF), Nuveen TIAA CREF teacher's pension fund, MetLife, John Hancock, Caesars Entertainment, and GSA for the U.S. Federal Government.

One Parking is a privately held entity that keeps its financial records confidential. We would be happy to submit specific financial information should we progress further into the process.

Our history since 2004, and our 98% client retention rate over time, speak to our stability and commitment to our financial obligations. We can provide references from over 100 clients (including other municipalities) to speak to our 20+ years of **timely payment of rents, settlements, and vendor payments including during the COVID-19 crisis.** One Parking has a D&B Viability Rating of "3 - Low Risk", along with a Portfolio Comparison of "2 – Low Risk". We are working with D & B to provide greater data depth to increase the precision of the Viability Rating assessment to be more in line with the Supplier Evaluation Rating (SER) we received as a "2 – Low Risk" which predicts the likelihood that a supplier will cease operations. We have also included additional information on the following page which includes company ratios and banking/accounting references to help demonstrate the overall strength of One Parking, without providing full financial reports at this point in the process.

D&B Finance Analytics

Printed By: Yolanda Smothers

Date Printed: 06/02/2025

LIVE REPORT

ONE PARKING, INC.

Tradestyle(s): -

ACTIVE HEADQUARTERS

D-U-N-S Number: 07-928-8256
Phone: +1 561 833 7222

Address: 477 S Rosemary Ave Ste 202, West Palm Beach, FL, 33401, United States Of America
Endorsement: SmothersY@DNB.com

VIABILITY RATING SUMMARY

Viability Score

3

High Risk (9) — Low Risk (1)

Data Depth Indicator

B

Descriptive (G) — Predictive (A)

Portfolio Comparison

2

High Risk (9) — Low Risk (1)

Financial Data	Unavailable
Trade Payments	Available: 3+Trade
Company Size	Small: Employees: <10 and Sales: <$10K or Missing
Years in Business	Established

ONE PARKING LIQUIDITY USING QUICK RATIO

2024 YE – 12+:1

Third-Party CPA Firm

One Parking utilizes a third-party CPA firm to provide compiled financial statements and file taxes on behalf of all locations. The point of contact from the CPA firm is:

Steve Barry
Barry & Company
P.O. Box 1495
West Palm Beach, FL 33402-1495
Steve@Barryco.us
561-804-0083

Bank References

Chase Bank
Annette Daley
VP Commercial Banking
201 East Las Olas Blvd, Suite 2400
Fort Lauderdale, FL 33301
Annette.daley@chase.com
954-292-2756

U.S. Citi Commercial Bank
Blake Scotch
Vice President
201 S. Biscayne Blvd, 29th Floor
Miami, FL 33131
Blake.scotch@citi.com
916-849-5806

Municipal Experience

The One Parking Team has a wealth of municipal and government experience having operated for multiple agencies across the country.

- Volusia County
- City of Delray Beach
- City of Pompano Beach
- Lauderdale-By-The-Sea
- US Federal Government GSA Division
- City of West Palm Beach DDA
- City of Fort Myers
- City of Tallahassee
- State of Wisconsin
- International Monetary Fund (IMF)
- City of Phoenix Development Authority
- City of Santa Monica California
- CRA Los Angeles
- City of Carson California
- City of Lafayette
- City of Indianapolis
- City of Lexington
- City of Louisville
- City Colorado Springs
- City of Des Moines
- City of Blackhawk, CO
- City of Nashville
- City of Chattanooga
- City of Ann Arbor
- City of Charleston
- City of Knoxville
- City of Tempe Arizona
- Hoover Dam
- New York Parks Department

Municipal / Government Clients: Current Projects

City of Delray Beach, FL

Delray Beach is a first-class beach resort destination with a diverse, vibrant community in southern Palm Beach County. Delray is a popular destination for locals and visitors, filled with art galleries, upscale shops, and fine restaurants, and is also known for its festivals and special events. One Parking provides comprehensive parking management services for the City of Delray Beach. This includes the provision of integrated parking management software that is accessible via smart-phone technology, parking revenue collection, parking enforcement, parking citation management, complaint resolution, parking liaison with downtown businesses, parking meter maintenance, management of parking garage facilities and providing data analysis and recommendations to the City regarding enhancements related to parking and mobility in the downtown area such as managing parking for events and residential parking. The parking program includes 2,300 parking spaces total, comprised of 12 surface lots, 759 on-street spaces (80 multi-space meters), and 3 parking garages.

City of Pompano Beach, FL

One Parking provides parking operations and management services for the City of Pompano Beach. The contract consists of on-street parking with 1,800 spaces (20 multi-space meters), eight very busy surface lots, and a newer, award winning self-park garage with another garage under development. One Parking provides parking enforcement services in addition to self-park management and contracted valet services.

One Parking was awarded the contract as a result of demonstrating the best value to the City, and our technological and operational creativity/expertise to help the City achieve its goals of transparency and maximum return on investment. Pompano Beach is a fantastic example of the return to normal after the Covid pandemic forced so many residents to remain indoors and away from the fun and sun. Since 2020 Pompano Beach revenues have increased 3.2X pre-Covid revenue levels.

Lauderdale-By-The-Sea, FL
The Town of Lauderdale-By-The-Sea is located along Florida's "Gold Coast" in Broward County. The Town's oceanfront beaches and award-winning beach portals are popular with tourists and residents from all over Broward County and the world.

For Lauderdale-By-The-Sea, One Parking provides comprehensive parking services and enforcement for the town's surface lots and on-street parking consisting of 4 surface lots with ~700 spaces, on-street parking with 20 meters, static LPR for surface lots, and installation of mobile LPR (upcoming).

Volusia County, FL
Volusia County sought an operator who could bring practical operating knowledge and discipline to the parking operations that stretch up and down the Daytona Beach / Volusia County coast, encompassing 102 different surface lots and beach access stations throughout the county. The RFP required the operator to bring an entirely different technology to bear while powering all with solar power alone. That's right…all equipment, LPR cameras, observation cameras, parking gates, etc. are 100% solar power. As far as we know this is a first. The task has been extremely difficult, but we are on track to complete all tech installations by the end of this year. The contract called for monetization of 68 off-beach parking lots by charging for parking for the first time. One Parking, along with our partner in this contract, installed all tech and informational signs needed to begin making money on these locations. 90% of these lots make use of instructional signs that take our parking patrons to a payment portal when they hover over the QR code on the sign with their cell phone. On a few of our locations, we have both the payment app and a physical kiosk on the lot for acceptance of payment in a tactile manner. At 30 on-beach locations, we have LPR cameras, payment kiosks for those times the booths are not manned, and exit gates that raise when payment is complete. Residents have the right to sign up for a digital permit, which uses the license plate of the vehicle as their parking credential. At last count, we have registered 141,000+ residents. This contract calls for the use of tech and solar power on an unprecedented scale. We'll be happy to discuss this in greater detail during the interview process, but it's a very exciting story.

Monona Terrace, Madison, WI
One Parking provides parking management services for the state-owned Monona Terrace Garage and the Department of Revenue Surface Lot in Madison, Wisconsin. Monona Terrace is a 600-space parking garage that serves the public and is primarily utilized for events at the Monona Terrace Community and the 250,000 SF Convention Center, which holds over 550 events annually. The Department of Revenue Lot contains 800 spaces and services the employees and visitors. The lot utilizes T2 Luke Digital Pay Stations located in the main lobby.

U.S. General Services Administration
One Parking currently holds two 5-year leases with GSA for the Federal Courthouse in West Palm Beach. One lot serves the Federal Court, the AUTEC Navy, and the Social Security Administration. One Parking provides Monitoring and Parking Management Services to the Federal Courthouse. The Banyan Lot contains 155 spaces and serves the court employees and jurors. The AUTEC Lot contains 120 spaces and services the Social Security Administration employees and the Atlantic Undersea Test and Evaluation Center staff.

Accolades & Testimonials

Innovative Organization of The Year Award

City of Pompano Beach, FL | Modernized Parking Solutions for Investment

The National Parking Association (NPA) Innovation Awards are the Parking Industry's Most Prestigious Award. NPA's prestigious Innovation Awards recognize outstanding professionals and businesses in the parking industry. Additionally, the Awards recognize companies and individuals who demonstrate the highest professionalism and parking best practices, while using leadership and state-of-the-art technology to improve safety, sustainability, and bottom-line results. During the 2022 NPA Convention & Expo held in Austin, TX, the City of Pompano Beach was honored with the **Innovative Organization of the Year Award**.

As the City's parking partner and service provider, One Parking's President & COO, Mark Pratt, represented the City and accepted the award on their behalf. One Parking took over the self-park, enforcement, and valet operation of this municipality in April 2021, implementing several changes that resulted in greater revenues, enhanced technology, and improvements in service.

City of Pompano Beach Testimonial

Fourth of July Event

As a testament to One Parking's success in providing parking management and enforcement services for large city events, the following is a testimonial we received from the City of Pompano Beach Recreation Manager praising One Parking for exceptional service, positive attitude, and hard work supporting the City of Pompano Beach Fourth of July event, which had a **record attendance of 12,000 people in two days.**

I would like to thank your team for their **exceptional service, attitude,** and **hard work** this past weekend. We hit record attendance numbers of over **12,000 people in two days** attending the event. You can imagine how many cars this brings in.

The execution of staff on both days to maximize the amount of space available was stellar! I would love to book them again already for next year.
Thank you again.

pompano beach

Kate Belcher, CPRP
Recreation Manager
kate.belcher@copbfl.com
954.786.4575
pompanobeachfl.gov

Executive Team & Key Personnel

KIRSTEN DOLAN
OWNER & CEO
West Palm Beach, FL
T 561 833 7222
Kirsten@oneparking.com

As owner and CEO of One Parking, Kirsten specializes in helping owners recognize the revenue potential of their parking assets. Prior to co-founding One Parking in 2004, Kirsten worked for over 15 years for the largest transportation management company in the world, Central Parking. She has over 30 years of experience operating and maximizing the revenues of parking assets specifically for **municipalities including Volusia County, City of Delray Beach, City of Pompano Beach, State of Wisconsin, City of Phoenix Development Authority, City of Santa Monica California, Community Redevelopment Agency Los Angeles, City of Tempe Arizona, City of West Palm Beach Downtown Development Agency, New York Parks Department, and US Federal Government GSA Division.**

Formerly responsible for the profitability and operations of over 200 locations in Southern California, including Orange County, Kirsten now oversees the operational and financial aspects of the One Parking portfolio at the corporate level. As CEO, she drives results of both the financial and service aspects of our client's parking assets and creates the strategic vision for One Parking's future.

Kirsten holds a B.S. Degree in Marketing from Arizona State University. Additionally, she holds a Business Analytics Certification from the University of Pennsylvania Wharton Business School and a Negotiation and Influence Certificate from MIT Sloan Executive Education. She is a member of the Urban Land Institute, The Women's Edge, Commercial Real Estate Women Network (CREW), and the West Palm Beach Mobility Coalition (WPBgo). Kirsten was voted South Florida's Most Influential Businesswoman in 2014 and honored by The Women's Edge as one of Florida's Top Women-Led Businesses from 2014-2025.

MARK PRATT
PRESIDENT & COO
West Palm Beach, FL
T 561 833 7222
mpratt@oneparking.com

As President and COO of One Parking, Mark is responsible for driving financial results and operational excellence for the One Parking portfolio. With over 40 years of experience, Mark has worked in all facets of parking since he began his career in 1984 and has been a significant leader and mentor in the industry. His experience and desire for exemplary operations led him to create and implement one of the first instructional and developmental programs for building knowledgeable and confident managers. **Mark's most recent municipality experience includes Volusia County, City of Delray Beach, City of Pompano Beach, Lauderdale-By-The-Sea, State of Wisconsin, City of Lafayette, City of Fort Myers, and City of Indianapolis.**

Mark serves as chairman of the National Parking Association's Technology Committee, where he is fortunate to glimpse the many emerging technologies before they come to market. He focuses on bringing technology to the parking industry to increase efficiency and improve financial results. Several years ago, Mark was the pioneer in two-way audio/video patron assistance, which revolutionized the operations of parking properties. Mark received three patents on this concept. He continues to invent, develop, and test various technologies, keeping One Parking on the cutting edge of the industry. Mark also serves on the board of the CityPlace Community Redevelopment District in downtown West Palm Beach.

Mark earned a Bachelor of Business Administration (BBA) with a concentration in Computer Science from Morehead State University.

JON GIANQUITTI
VICE PRESIDENT
West Palm Beach, FL
jongia@oneparking.com

Jon joined One Parking in 2007 as a Valet Attendant. Soon after, he was promoted to Operations Manager at CityPlace in West Palm Beach. As Operations Manager, he oversaw annual revenues in excess of $5M and was responsible for over 100 employees.

In his current role as Vice President of Florida, Jon is responsible for financial development, logistical planning, operational performance, and leading quality standards and initiatives. He supports One Parking's municipal contracts by working collaboratively with city officials and stakeholders from West Palm Beach, Pompano Beach, Delray Beach, Lauderdale-By-The-Sea, and Volusia County.

Jon graduated from Troy University with a Bachelor's Degree in Criminal Justice and Business Administration.

JENNY HEYNS
vCISO / PCI COMPLIANCE
West Palm Beach, FL
jenny@oneparking.com

Jenny has been a technical advisor for One Parking for over 7 years. Her responsibilities range from overseeing the technical strategy of One Parking and providing recommendations on security and privacy direction. Jenny has over 25 years of experience in technology, security and privacy and holds several security and privacy certifications such as CISSP, CISM, CISA, CDPSE, and the CIPT. She works closely with One Parking executives and individual locations to ensure that security and privacy best practices are instituted company-wide.

Jenny holds a Bachelor's Degree from the United States Military Academy, West Point, New York.

MIKE TUTEN, CPP
GENERAL MANAGER
Volusia County, FL
mtuten@oneparking.com

Mike joined One Parking in 2020 as General Manager to oversee our City of Pompano Beach operation. Mike was the GM for the iconic Hoover Dam parking operations for more than a decade and brought over 14 years of management experience specializing in Budgeting and Cost Control, Quality Control, Parking Enforcement, Team Building and Training, and Customer Service among others. As General Manager of Pompano Beach operations, he oversaw the parking operation for the City which included operational management of a 5-level, 600-space parking garage, 5 surface lots, on-street parking enforcement, and multiple restaurant valet operations. Mike also provided management and oversight for our City of Delray Beach parking operation.

In 2024, One Parking won the contract to manage 102 parking lots and on-street spaces for Volusia County. He relocated to Daytona Beach to assume control of this operation and has been instrumental in bringing LPR and other disparate cutting-edge technologies to this operation. He now resides in Daytona Beach, a short 1.5-hour drive from Fernandina Beach. Mike will be involved in the startup and general oversight of Fernandina Beach operations.

In addition to operational management, he is responsible for hiring, scheduling, and training all staff in every aspect of parking including customer service, cost control, budgeting, and job performance.

Mike has a Bachelor of Science in Education from Texas Tech University.

SHASTRI ROOPNARINE
VP CORPORATE ADMINISTRATION
West Palm Beach, FL
sroopnarine@oneparking.com

Shastri joined One Parking in March 2017 as the Corporate Auditor at our West Palm Beach Headquarters. Currently, Shastri serves as the Vice President of Corporate Administration, where he is responsible for overseeing Human Resources, Employee Benefits and Payroll, Accounts Receivable, Auditing, and employee relations for approximately 500 employees nationwide. Shastri's strong background in finance and business management has enabled him to discover various efficiencies in labor management and cost savings for the One Parking organization.

In 2021, Shastri was awarded a certificate of completion and recognition from the Florida Parking Enforcement Specialist Training Course for Civilians and PES Certification Exam. This 16-hour training course/certification allows civilian personnel to write parking citations and enforce parking statutes and ordinances in their assigned jurisdictions.

Shastri attended Palm Beach State College in Lake Worth, FL. He is an active member with the West Palm Beach Young Professionals, and the Florida Sevashram Sangha Youth Education.

THERESA LILLY
MARKETING DIRECTOR
West Palm Beach, FL
tlilly@oneparking.com

Theresa joined One Parking in September 2013 as the Marketing Director in our West Palm Beach corporate office. She has over 25 years of professional experience providing creative support for all corporate initiatives, projects, and visual communications. Theresa has been instrumental at One Parking in developing and executing strategic plans, providing brand consistency internally and externally, and applying innovative marketing and advertising strategies to increase customer acquisition.

Theresa is responsible for all aspects of One Parking's marketing efforts including market research, strategies, identifying new business opportunities, graphic design, website development, and customer and client communications. Specific to municipalities, she develops marketing materials and communication creatives such as brochures, flyers, digital ads, and other visual content to highlight municipal parking programs.

Theresa graduated from Huntington Institute School of Business in Connecticut.

TOMMY LEFKOWITZ
SR. DIRECTOR TRAINING, SERVICE & CULTURE
West Palm Beach, FL
tlefkowitz@oneparking.com

Tommy joined One Parking in 2023 as the Senior Director of Training, Service & Culture, located at our Corporate Headquarters in West Palm Beach. He is a graduate of the University of Cincinnati, is a Certified Professional in Training Management, and has over twenty years of hospitality leadership experience. It is Tommy's core belief that when every decision is viewed and made through the lens of culture, outstanding operational success follows naturally. Exceptional guest satisfaction from our service is his ultimate goal.

Tommy is responsible for leadership development and team member engagement. He is an optimistic, positive leader focused on creating a world-class culture within the organization.

Organizational Support

Not all parking operators structure their teams in the same way, however, One Parking has an operating philosophy that has proven to be successful. **We believe support teams must be structured around 5 key components for success:**

Each component is a critical cog in the wheel and if sufficient resources are not dedicated to each area, the entire program is negatively affected. The following is a general explanation of the proper resourcing and support of each area. The leader of the team should have some experience in all facets, but must have hands-on parking management experience. This individual oversees the support team in its entirety.

Operations - The Operations support team reports to the General Manager and is based on function. Those functions would be broken down by the type of operation including self-park garage management, enforcement, and maintenance.

Financial - The Financial support team begins with the administrative functions required onsite for service. One Parking provides Accounts Receivable and Collection support from the Corporate Office staff and ultimately all financial reports are generated and given checks and balances by our Third-Party CPA. This provides a functional team approach that creates the proper separation of duties and allows for the greatest level of focus on specific areas of expertise.

Marketing - The Marketing support team is located at our Corporate Office. Our Marketing team works with the operational team and the client's Marketing rep/team to gather information and determine the best avenue to develop the proper advertising program specific to the City.

Personnel - Personnel is structured in a hierarchal structure. All hourly personnel would report to the manager in charge of their specific division. One Parking provides cross-training amongst the divisions to increase efficiency and flexibility, thereby moving into more of a matrix structure when needed.

Technology - One Parking management is required to learn 15+ brands of revenue control equipment. Additionally, designated corporate team members are constantly reviewing, learning, and piloting new technologies. Those that have been vetted and approved are part of our ongoing education of our team and our clients.

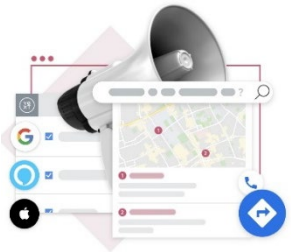
Because of the size of One Parking, we are nimble enough to move between different types of support structures and create a team atmosphere. In situations where we work collaboratively with municipal teams, we work within their structure to ease implementation and transition.

Marketing & Public Relations

One of the most important aspects of a successful kick-off includes a strong PR effort to engage the community. One Parking's Marketing Director envisions working closely with the City's Marketing Team/Coordinator to develop a comprehensive marketing plan to promote the parking program, keeping with the goals and objectives of the City of Fernandina Beach and the City's brand. Our Marketing Team develops individual marketing plans specific to each location/city we manage. Some of the marketing strategies and efforts include, but are not limited to the following:

- Educational "How To" collateral for the community, tourists, and retailers.
- Cooperative marketing opportunities between businesses and One Parking.
- Digital and traditional marketing campaigns including social media engagement.
- Develop online presence/extend the digital reach of the parking program.
- Field marketing/continuously performing market research.

Online Presence / Local Listings "Yext"



Local listings play an important role in delivering drive-up traffic to a parking location. Partnering with Yext, One Parking's Marketing Team would handle establishing the online presence and the management of the City of Fernandina Beach parking lots. Our Marketing Team will publish the "listings" for the City, and ensure the data is accurately maintained in Google My Business, Google and Apple Maps, GPS services, 70+ directories, major search engines, and Amazon Alexa, Bing Places, and Waze. Utilizing our Yext digital knowledge platform, the City of Fernandina Beach's business profile (parking listings) will appear in hundreds of local search rankings across the web.

For the City of Fernandina Beach marketing program, we will ensure that all opportunities are maximized and that customer satisfaction levels are always elevating. We envision working closely with the City representative to develop a full marketing and public relations plan in keeping with the goals and objectives of the City and community. Following are examples of marketing materials and communication creatives we have developed for our municipality clients. These creatives include parking guides and brochures showcasing the parking programs and providing parking information such as hours, rates for all facilities with coinciding maps, residential permit information, etc.

TAB B

PERFORMANCE DELIVERY PLAN

B. PERFORMANCE DELIVERY PLAN

Project Process & Phases

Our team will assist and consult with the City in the review of the parking lots, supply and demand analysis, best practices, and parking rates and policies. Our President & COO, Mark Pratt, will be the first point of contact and will be the City liaison for these consultation services. In addition, Mark will be directly involved in the short and long-term strategic planning. Mark has extensive experience with municipal parking in markets throughout the U.S. Mark and the One Parking Team will work with the City of Fernandina Beach to create a rate structure that will make the operation financially healthy and worthwhile. He will work with the City to decide upon a method of operation to collect those revenues determined by the rate structure. He and City employees will debate the method of operation, either Walking Enforcement or Driving Enforcement, which will determine operating expenses and profit levels.

The implementation of a digital permit system will be discussed and approved, or not, by City staff. There are literally hundreds of questions that need to be asked and answered as the City pivots into the world of pay parking. That said, Mark and his team are well acquainted with the process and will make the project efficient and as enjoyable as possible.

Our team will attend any meetings where the City requests One Parking's representation. Our team will meet at least monthly with the City's parking representative (or as desired) to discuss day-to-day operations and any problem areas or concerns. During the initial stages/start-up phases, we recommend having bi-weekly meetings with all City stakeholders to discuss the parking program and hot-button issues. This will ensure that there is constant communication flowing between One Parking and the City. Fernandina Beach has a great deal of positive momentum, and we are confident that we are the right partner for the City to support that momentum. Our experienced and dedicated team is close and readily available at short notice.

Project Management Plan

If awarded the City of Fernandina Beach contract, One Parking will initiate a project transition plan utilizing our Asana Project Management platform. The project transition plan and comprehensive checklist are organized by each phase within the timeline. Our project plan facilitates a smooth transition from the project's implementation to post-transition. Using the Asana platform, our project team oversees all of the project tasks, assignees *(employees and departments participate in the transition process)*, milestones, task status, and actions the project team needs to perform in each project phase. Having this strategic plan in place for the City of Fernandina Beach establishes a clear path for the project team and what they need to accomplish for this transition. Our project transition plan can be shared with the City of Fernandina Beach, therefore, all project team members and City stakeholders can keep all parties informed and updated during the transition process.

Following is a project transition plan *(sample)* that would be modified specifically for the City of Fernandina Beach. Each task would be assigned to a specific team member from each department.

PHASES 1-5 (Opening Day)

New Location Transition Project Plan
Printed from Asana

Phase 1 - Notice of Location Award

- ☐ Kirsten Dolan: Confirm Client Go Ahead and Execute Agreement
  Contract Status: Not Started
- ☐ Theresa Lilly: New Location Opening Form (Return Completed Form to Corporate)
  - ☐ Corp Sends New Location Notice all Departments & Transition Team
    Good Afternoon OP Team,

    This email is the official notice for our new location ("XXXXXXX") in [city/state] with an opening date of [opening date].
    Diane has completed the entity opening and the tax ID is available in Asana.
    Attached is the new location setup form; it has also been added to the Asana task list. Please login to review your tasks.

    Asana Project Link:

    New Location Notice
    Legal Name:
    Property Name:
    Opening Date:
    Anticipated Bank:
    Union?:

    *note: as we try to streamline our opening process, if you have any questions, update requests, or recommendations, please send them my way individually.
- ☐ Rosario Palella: Transition Meeting with Corporate & Regional VP

Phase 2 - Day 1 to Day 4

- ☐ Circulate Executed Agreement to Private Group (Treasury; Insurance; Contract Dept)
- ☐ Circulate Budget to Treasury and VP
- ☐ Kirsten/VP give approval to Treasury to open entity and bank account
- ☐ Setup Entity
- ☐ Setup Bank Account and Order Bank Deposit Slips
- ☐ New Location Opening Form Sent to VP
- ☐ Establish Change funds (Add GL)
- ☐ Setup General Ledger
- ☐ Create Dropbox Access
  - ☐ Dropbox Setup for Ownership (Access OP Reports)
  - ☐ Dropbox Setup for PM (Access OP Reports)
- ☐ PARCS Equipment Final Quote for Ownership Approval (if applicable)
  - ☐ Order equipment if applicable (6 to 8 week timeframe for delivery)
  - ☐ Contract with Equip Vendor and OPI for Maintenance Plan
  - ☐ Payment scheduled for OPI over the agreement term (if applicable)
  - ☐ Scheduled delivery
  - ☐ Schedule installation

Transition Meeting with Client

- ☐ OP Team Introduction with Client
- ☐ Review Transition Timeline & Deliverable Calendar
- ☐ Understand Opening and Ramp-Up Plan
- ☐ Tech discussion
- ☐ Staffing discussion / finalize initial staffing schedule
- ☐ Finalize parking rates

Phase 3 - Day 5 to Day 14

- ☐ Notice of Location Legal Name and Tax-ID
- ☐ Add Bank Account to AR login and Check Scanner
- ☐ Submit GAM Form (see attached DOC)
- ☐ Smarking: Submit form online (if applicable)
  Link to HelloSign Form showing location details and requiring a signature for acceptance of Smarking partnership at this location.
- ☐ Smarking: Send vendor introduction email (if applicable)
  Use template of vendor introduction email
- ☐ Create and Send W-9 to GAM once bank account is available
- ☐ Submit Ticket through IT Solutions "New Location" Setup Process (Part 1)
  https://www.itsolutions247.com/support-portal/
  - ☐ A/R Email Setup
  - ☐ OPS Email Setup
  - ☐ DIST Email Setup
- ☐ A/R - Debrief A/R Team on New Location
  Conversation with AR to debrief the team for incoming calls
- ☐ A/R - Paris and Geneva Tasks
  Parent task for Paris and Geneva ordering, setup, and allocation
  - ☐ Order Paris (for monthlies)
  - ☐ Order Geneva (for daily)
  - ☐ Setup Paris new location

PHASES 1-5 (CONT'D)

- ☐ Transfer Monthly Accounts/Balances (if applicable)
- ☐ Setup Geneva New Location
- ☐ Transfer of Data for Billing (if applicable)
- ☐ Create Geneva Accounts
- ☐ Notify Diane of Paris and Geneva Licenses (purchase for billing)
- ☐ HR - Contact Employee Benefit Companies/Add New OP Location
  Add location to WageWorks, Commuter Benefits, etc.
  WageWorks Contact: parking@wageworks.com
- ☐ Setup Payroll Process (Submit Paymaster Form)
- ☐ Marketing - Create Welcome Packet & Contact Flyer (Distribute to Client)
- ☐ Operations - Order/Obtain List
  Parent task used to track Operations Order/Obtain subtasks
  - ☐ Order bank bags and/or bill straps
  - ☐ Obtain/Establish Location Phone Information
  - ☐ Order name tags
  - ☐ Organize employee handbooks
  - ☐ Organize "first report of injury" forms
  - ☐ Organize "damage claim" forms
  - ☐ Organize uniform sizes for employees
  - ☐ Print off OSHA logs
  - ☐ Order water cooler
  - ☐ Order time clock/ticket clock
  - ☐ Obtain Insurance Certificates from Subcontractors
  - ☐ Order tickets, receipts, credit card rolls
  - ☐ Order validations/prepay coupons
  - ☐ Order violation tickets
  - ☐ Order radios for valet attendants (if applicable)
- ☐ Operations - Setup List
  - ☐ Determine drug testing location
  - ☐ Setup long distance block on phone booth
  - ☐ Create employee phone list
  - ☐ Employee pool and readiness
  - ☐ Establish cash drop procedure
  - ☐ Create safe log
- ☐ Issue uniforms to employees
- ☐ Obtain business license
- ☐ Obtain Certificate Of Occupancy
- ☐ Signage Prep, Ordering, and Installation
  - ☐ Request sign proofs for ownership approval
  - ☐ Order signs with install date
  - ☐ Install signs at location
- ☐ Determine Personnel Plan
- ☐ Setup Sales Tax (if applicable)
- ☐ Setup new manager with email
- ☐ Setup new manager with phone
- ☐ Call equipment vendor for service day one
- ☐ Communication memos for Flex Parkers
- ☐ Communication memos for Monthly Parkers
- ☐ Prepare material for parkers (PARCS guide)

Transition Meeting with Client

- ☐ Review Transition Timeline & Deliverable Calendar
- ☐ Discuss miscellaneous tasks / Client questions

Phase 4 - Day 15 to Day 30

- ☐ eMerchant ID received from GAM (Cybele) and communicated to transition team
- ☐ Send update to ITS with eMerchant ID (obtained from Wes) and PARIS ID
- ☐ Once ITS confirms PARIS setup, Send Initial Billing to Monthly Parkers (include W-9)
- ☐ Add location to the Portfolio page on Company Website (confirmed PARIS ID and CC Payment Test)
- ☐ Add location to Monthly Contract Agreement (Online Form)
- ☐ Obtain Insurance for Operations (requires insured entity names)
- ☐ Insurance Certificate: Once received, circulate to COO and Regional Leader/VP
- ☐ Manager Training (Geneva and Loc. Specs)
- ☐ Setup credit card processing in garages
- ☐ Create emergency contact list for client
- ☐ OPark addition and info submission (if applicable)
  - ☐ Notify Treasury (for Billing), OPark Command Center Supervisor, VP/Ops Team
  - ☐ Have Ops Team complete Parker form
- ☐ Meet with PM and Property Engineers
- ☐ Develop List of office equipment required
- ☐ Prepare office and cleaning supplies
- ☐ Work with vendors (Internet; Utilities; PARCS; Elevator)
- ☐ Finalize Proforma
- ☐ Setup flash report for weekly emails

Phase 5 - Opening Day

- ☐ Official On-boarding of Location with Smarking (if applicable)
- ☐ Smarking: send benchmark reports (if applicable)
  Once Manager has access to PARCS reports onsite, they should pull reports and send to cassius@smarking.net
- ☐ Smarking: Finalize QA testing
  Use benchmark reporting to compare detail to Smarking data. Looking for accuracy to finalize implementation.
- ☐ Smarking: Delivery meeting
  Delivery meeting will be with One Parking project managers, regional managers, and Smarking. This meeting will be used to discuss business objectives and identify custom dimensions (e.g. specific validations, etc.).
- ☐ Marketing & Ops - Add location with online aggregators if applicable - ParkMe; Parkopedia; SpotHero; ParkWhiz
- ☐ Marketing - Add location to Yext Digital Knowledge Management Platform
- ☐ Location Hand Off/Transition
- ☐ Study and Programming of PARCS (if applicable)
- ☐ Test Location POF/PIL and Handheld CC equipment
  Test POF/PIL and Handheld CC equipment
- ☐ Test telephone, cell phone, radios, internet
- ☐ Furniture inventory for parking booths
- ☐ Garage Cleaning

Post-Opening (Day 1 to Day 30)

- ☐ Meet and Greet with Client and Parkers
- ☐ ACH processing for monthly reports
- ☐ Update location in OP Database
- ☐ SOP Manual for property and Client

Post-Opening Meeting with Client

- ☐ Schedule Monthly & Quarterly Meetings
- ☐ Review Operations Report

Transition Guidelines & Methodology

To operate an efficient parking operation, it is necessary to have standard rules and regulations in place. The operating guidelines One Parking has assembled are designed to provide day-to-day guidance for an efficient and convenient parking operation. If awarded, One Parking will be committed to the City of Fernandina Beach, and we will deliver our Operating Policies Plan to the City within 90 days of initial operation.

For an efficient transition, One Parking's Executive Team and Key Personnel will be onsite to assist with the transition, along with the designated Manager assigned to the project. Each member of our experienced transition team will be responsible for a specific project task(s) and ensure proper compliance and quality assurance of each transitional item.

Approach to the Scope of Work

One Parking's vision for the City of Fernandina Beach paid parking program is to utilize certain technologies and enforcement personnel to provide a full-service pay-to-park program *(boots-on-the-ground operations, management, control, payments/collections, permitting, and immobilization)*. Our detailed Operations and Enforcement Plan demonstrates our holistic approach to providing parking management services and solutions that focus on the future of parking in the City of Fernandina Beach.

Below, we have exhibited options for the enforcement plan that will deliver optimal net operating profits for the City. Additionally, our operational methodology demonstrates our ability to scale the parking program naturally should the City choose to expand the program. Our solutions are backed by One Parking and our partners. We have the operational knowledge and expertise to deliver profitability to the City of Fernandina Beach, and we have a best-in-class reputation for delivering first-class service.

Boots On the Ground Enforcement

You will notice that we have included a proforma of operating expenses that gives the City a choice in how we conduct operations. Although staffing remains consistent through both plans, the CapX cost is quite different from one plan to the next. We have visited and walked the City of Fernandina Beach and feel we can complete a circuit of all lots and on-street parking spaces…while walking… at a rate of a complete circuit every 1.5 hours, which allows us to complete 9+ circuits per day, every day, seven days a week. In reality, we walked all spaces in the enforcement zone several times at an average of one complete circuit per hour. We have added another ½ hour to the circuit time to allow for the generation of citations which will be placed on the windshields of the vehicles who did not pay. If the City opts for a Driving Enforcement scenario we will complete a circuit every hour.

Operating Strategy

The City may choose which method of operation they desire for the introduction of parking enforcement to the citizens of Fernandina Beach.

Under the Walking Enforcement strategy, we will place an enforcement officer on the streets from 8:00 am to 10:00 pm each and every day of the week. That officer will use the technology we employ in other similar enforcement situations, which is a handheld device that quickly scans the license plate of the vehicles they encounter during their routes. Once scanned, our technology queries the license plate for one of several situations:

1) The owner of the car has paid the posted rates and is shown as PAID for a parking session in the enforcement cloud.

2) The owner of the car has NOT paid for their parking and is subject to either a reminder or a citation, depending on the approach approved by the City.
3) The owner of the car has registered for a digital permit, which allows the owner to park anywhere in the enforcement zone free of charge, so long as certain rules and regulations are followed.
4) The owner of the vehicle is a consistent non-payor, also called a scofflaw. If the vehicle has 3 or more citations unpaid (for example), the car may be rendered immobile by various means. If this is considered too harsh the City could approve the attachment of the plate, referring it to the local City government. The owner of the vehicle would be required to pay for all outstanding citations before their license plate can be renewed or property taxes settled.

In the situation of an unregistered parker failing to pay for their parking, we suggest the following scenario: during the first 30 days of enforcement we provide a friendly reminder to the vehicle owner. Our enforcement ambassador would carry a booklet of these reminders. When they encounter a violator, they would slip the reminder under the wiper blade of the vehicle. That reminder would read as follows:

Fernandina Beach Parking Enforcement would like to remind you that parking is no longer free in the enforcement zone, which is bounded by 8th, Ash, Alachua, and Front Streets. Free parking can be found outside this zone. The enforcement zone also includes the Marina Lots A & B.

We appreciate your visit and ask that on your next trip, please remember to pay for your parking or you may receive a parking citation.

Thank you and enjoy Fernandina Beach!

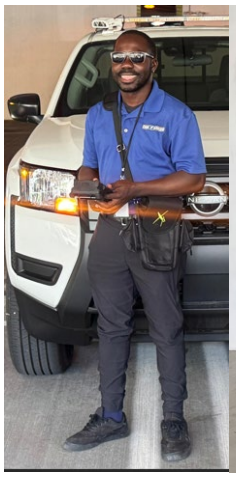
This friendly reminder should include the date when pay parking is strictly enforced. One Parking suggests a time frame of 30 - 60 days to allow the citizens time to understand and acclimate to the program and register for their digital permit. This plan means the sacrifice of parking revenue, but the public sentiment will be well worth that momentary sacrifice.

In addition to the roving enforcement ambassador, we will utilize stationary license plate detection technology on Marina Lots A and B. One Parking and our tech partner will install license plate readers at the entry and exit of those lots, which constantly screen for the license plates of vehicles using those lots. Once the plate image is captured, we will have the same situations as described above. This technology is discussed in much greater detail in another section of this proposal. The cost of this technology, both hardware and software, is borne by One Parking and our tech partner.

Driving Enforcement

Much the same as the strategy described above but with an extra enforcement officer and the use of mobile enforcement technology installed in an enforcement vehicle that is constantly, and more quickly, patrolling the enforcement zone. The cost of the technology, the enforcement vehicle and the SaaS (Software as a Service) fees associated with this strategy are not inexpensive. They total over $100,000 in investment, all of which will be borne by One Parking over a three (3) year time frame. Although the CapX cost is borne by One Parking it still comes at an amortization pass-thru cost to the City in the amount of $94,000+ per year. This is considerably higher than the Walking Enforcement scenario. But this scenario comes with the advantage of an increased number of route completions which may also mean more citations written, which will increase overall revenue. The uptick in citations may mean greater compliance by those that see the officer more often, in a clearly marked official enforcement vehicle. The aura of enforcement may be better under this scenario as well.

All this said, we felt it important for the City to understand you have the choice to test the program, to get your feet wet, as they say, before you go the route of allowing for this sort of investment by One Parking.



Pay Stations & Mobile Pay Solution

If it is your wish, One Parking will install multi-space pay stations throughout the City of Fernandina Beach. But that would not be our immediate recommendation. We have hundreds of these devices installed across many cities and in the past, they have been well used. However, the fact that 98% of the US population is said to own a cell phone has changed the dynamics of how parking payments are made. While we respect the fact that some of our parking patrons desire the tactile experience, evidence shows that payment via these devices continues to shrink. Today we are seeing payments via these devices in the 4% range, meaning 4 out of 100 folks pay using apps, as we've described. And it appears the use of these devices continues to decline. Couple this with the fact that these devices, while robust, are expensive to purchase ($8,000 to $11,000 each, depending upon options) and require consistent maintenance, especially in a coastal environment. It's for this reason we've excluded them from our Expense / CapX proforma.

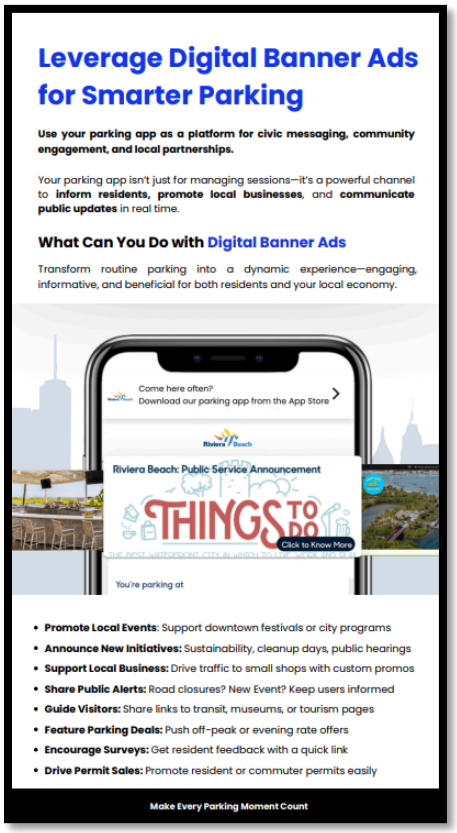
If you decide you want to use these devices, it is possible, and we will coordinate the purchase and installation. If we assume the cost of the device is $10,000 each device will add $4,000 per year to Amortization. In addition, there will be a service contract required that will add additional operating costs.

If you decide you wish to use these devices, patrons will have the option to pay for parking by entering their license plate and credit card information at the pay station. The pay stations come with a myriad of configuration options, allowing us to create just the right setup to maximize the bottom line with multiple features such as Pay-by-Plate, Pay-by-Space, and Pay-and-Display on the same pay station, or we can simply go with a Pay-by-Plate scenario*(to prevent patrons from transferring their unused time to the next parker)*. The pay stations are equipped with extend-by-phone functionality, providing patrons with expiration reminders, and the ability to add time via their mobile phone.

Our proposed Mobile Pay solution gives us complete and total control of the parking operation while providing patrons with a simple and convenient way to pay for parking on their smartphones. Mobile Pay is a browser-based solution that requires no app for parkers to download. They simply send a text message or scan a QR code specific to the lot, enter their license plate and payment information, and enjoy their stay. It's that simple!

From a revenue perspective, our solution leverages mobile convenience as a pricing tool with customizable convenience fees pushed to the customer. For transparency, it records all transactions in one place for consistent enforcement, real-time monitoring, and comprehensive reporting and analytics. Furthermore, we can communicate public messages or generate additional revenue with advertising options. The Mobile Pay solution is simple, and straightforward, with transparent pricing and no recurring development fees.

As we are preparing to open Riviera Beach, we are refining the mobile app that will be used to accept payments via cell phone. Take a look below for other advantages that come with the use of a similar app in Fernandina Beach.



Digital Banner Ads – Turn Every Session into Revenue

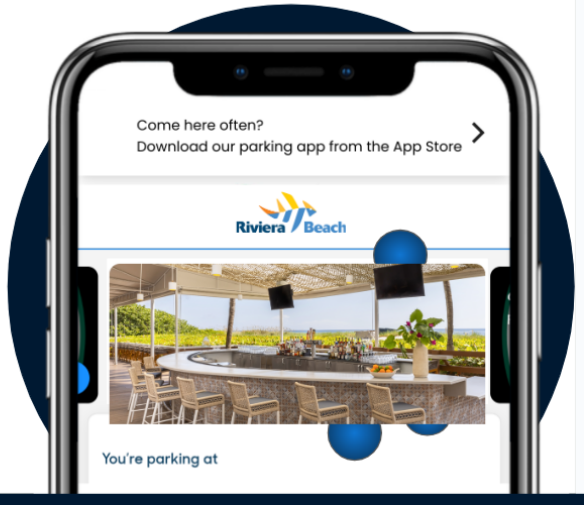
With real-time, geo-targeted digital banner ads, Riviera Beach can promote its retail partners, offer validations, and sell or offer ad space @ N/C to tenants and the greater community — all within the consumer parking experience.

Digital banner ads and custom PSAs also let **Riviera Beach** spotlight retail promos, push events, drive app downloads, or **share timely alerts** — all within the parking flow. It's fast, flexible, and turns every session into a dynamic engagement.

Key Benefits

- Upload custom images + links
- Auto-scrolls every 5 seconds, user-controlled
- Track clicks & engagement
- Set up ads in minutes via admin dashboard

A smarter more modern way to engage every customer.



Driving Enforcement

If the City opts for this form of enforcement the following is an example of enforcement operations:

- Enforcement Officer will patrol using our License Plate Technology (LPR) enforcement system with cameras mounted atop an EV vehicle. Our Enforcement Officer will also use a handheld device for times when plates may be obscured and need to be checked manually.
- Patrol and enforce on-street spaces and parking lots, inclusive of issuance of parking citations for all parking violations throughout the City, in accordance with City ordinances while providing sufficient personnel to issue parking violation citations at a level of enforcement specified by the City.
- Enforcement Officer will patrol the lots 8am to 10pm, seven days a week. If a patron does not pay, a citation will be generated by the Enforcement Officer and placed on the vehicle's windshield. Our enforcement tech also allows for mailing citations to the vehicle's owner. We recommend a $50 citation fee, plus other fees, however, we can discuss further with the City to determine an agreed-upon fee.
- Enforcement Officers shall be appropriately trained on procedures and enforcement routes and will possess all required certifications and/or licenses for issuing non-moving violations.
- Enforcement Officers will be provided with identifiable badges and uniforms as approved by the City.
- Enforcement Officers shall assist customers with inquiries and complaints related to the parking operation in a professional and courteous manner.
- Enforcement Officers shall attend enforcement court proceedings for disputed citations and follow through with hearing officers' decisions, as necessary.

- Utilize Back Office Support System (BOSS) Software (or similar) to re-program meters as necessary (if multi-space meters are chosen).
- Enforcement Officers shall be trained to replace batteries, and receipt paper, and perform standard maintenance on all Parking Meters and Pay Stations as needed (if multi-space meters are chosen).
- Safeguard the parking equipment systems (pay stations) during times of harsh weather conditions (Tropical Storms, Hurricanes, etc.) per the City's emergency operating procedures.
- Enforcement Officers will help perform scheduled Parking Meter and Pay Station collection procedures on a weekly basis (minimum) or as needed based on usage.
- Citations will be input into the system within 48 hours of issuance.
- All Citations issued by Enforcement Officers will include location and type of Citation, time of Citation, and accompanying Photographic evidence.
- Review the overall Parking operations on a monthly basis and present any recommendations for improvements or scheduled enforcement hours to the City.
- Office will issue late notices for overdue payments of citations in accordance with Florida Statutes.

Parking Charge Notification (PCN) Experience

Patrons who fail to pay for parking will receive a Parking Charge Notification (PCN). If a parker pulls into either of the Marina A and B parking lots and does not follow the directions on the signs, the LPR system will begin to track the length of time they are on the lot. For example, if a parker enters the lot, but fails to register using the QR code signage, their vehicle becomes an "alert" status vehicle. If they were to linger and then leave for several hours WITHOUT paying, the system registers their exit and places them in the queue to receive a PCN (Parking Charge Notification). Note: this is NOT an official citation, rather, it is a parking charge notice. However, if the City allows us to give formal citations with the City's logo, citation payments made will increase significantly. That said, the PCN will show the patron did not follow the directions of the lot/on-street parking and failed to make payment. The PCN will show a charge of $50, escalating to $75 if timely payment is not made. If the parker pays within 14 days of receipt of the PCN, the charge will be as follows:

Parking Charge	$50.00
Tech Fee	$ 8.00
TOTAL DUE	$58.00

If the parker hesitates to pay before the 14-day period, the fee will escalate to $75 plus an $8.00 tech/convenience fee. If the parker continues to ignore the fee, collection efforts will commence. If another 30 days elapses, the parking violator will receive a second notice notifying them of an increase to $95 for the unpaid PCN.

On the following page is a sample of a PCN that is sent to the parker.

PROFESSIONAL PARKING MANAGEMENT
1314 EAST LAS OLAS BLVD SUITE 405
FORT LAUDERDALE, FL 33301

PROFESSIONAL Parking Management

10513 1 AB 0.504
**********AUTO**ALL FOR AADC 334
MARK D PRATT
1350 VELDA WAY # 1350
WELLINGTON, FL 33414-9065

PARKING CHARGE:	$85.00
REDUCED CHARGE:	$45.00
STATE SALES TAX:	$3.15
TOTAL AMOUNT DUE:	$48.15
NOTICE TYPE:	NON PAYMENT
NOTICE NUMBER:	586-648-409
NOTICE DATE:	03/31/2023
PLATE:	720UAY
STATE:	FL
ENTRY TIME:	03/27/2023 1:50PM
EXIT TIME:	03/27/2023 3:52PM

PARKING CHARGE NOTICE - DO NOT IGNORE

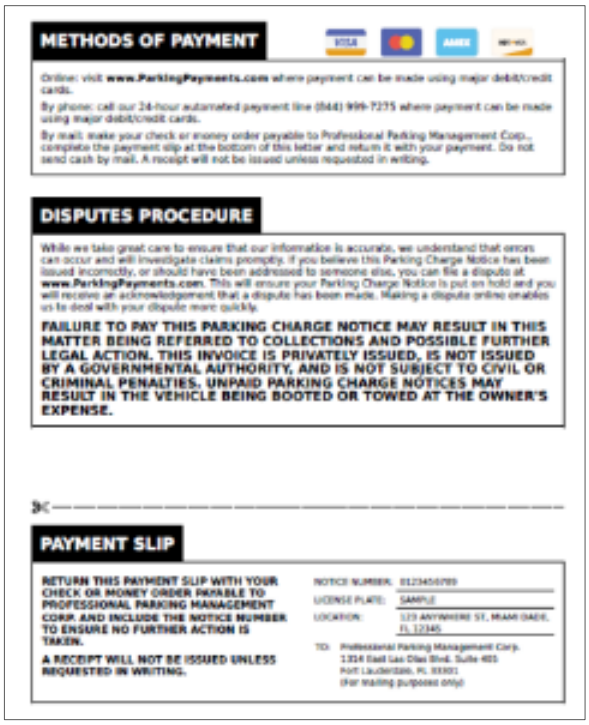
This vehicle parked at 101 E CAMINO REAL STE 103, BOCA RATON, FL 33432 has an outstanding balance. In accordance with the terms and conditions of the Parking Contract clearly displayed at the parking facility, the sum of $85.00 plus any applicable state sales tax and/or parking surcharge is due. **If payment is made within 15 days of the Notice date, Professional Parking Management Corp. will reduce the amount you owe from $85.00 to $45.00 plus any applicable state sales tax and/or parking surcharge.** If payment is not received within 15 days, you will be responsible for the full Parking Charge in the amount of $85.00 plus any applicable state sales tax and/or parking surcharge.

FAILURE TO PAY THIS PARKING CHARGE NOTICE MAY RESULT IN THIS MATTER BEING REFERRED TO COLLECTIONS.

To make your payment, please visit our secure website **www.ParkingInvoice.com**. You may also pay through our automated payment line (844) 999-7275, or by mailing a check to Professional Parking Management Corp. 1314 East Las Olas Blvd. Suite 405, Fort Lauderdale, FL 33301. You will be charged a $4.99 convenience fee for all online and telephone payments.

ENTRY EXIT

Important: This notice is an attempt to collect a debt, and any information obtained will be used for that purpose. You have the right to dispute the debt. Disputes can be made online at www.ParkingInvoice.com. If you have already sent payment, please disregard this notice.



METHODS OF PAYMENT

Online: visit **www.ParkingPayments.com** where payment can be made using major debit/credit cards.

By phone: call our 24-hour automated payment line (844) 999-7275 where payment can be made using major debit/credit cards.

By mail: make your check or money order payable to Professional Parking Management Corp., complete the payment slip at the bottom of this letter and return it with your payment. Do not send cash by mail. A receipt will not be issued unless requested in writing.

DISPUTES PROCEDURE

While we take great care to ensure that our information is accurate, we understand that errors can occur and will investigate claims promptly. If you believe this Parking Charge Notice has been issued incorrectly, or should have been addressed to someone else, you can file a dispute at **www.ParkingPayments.com**. This will ensure your Parking Charge Notice is put on hold and you will receive an acknowledgement that a dispute has been made. Making a dispute online enables us to deal with your dispute more quickly.

FAILURE TO PAY THIS PARKING CHARGE NOTICE MAY RESULT IN THIS MATTER BEING REFERRED TO COLLECTIONS AND POSSIBLE FURTHER LEGAL ACTION. THIS INVOICE IS PRIVATELY ISSUED, IS NOT ISSUED BY A GOVERNMENTAL AUTHORITY, AND IS NOT SUBJECT TO CIVIL OR CRIMINAL PENALTIES. UNPAID PARKING CHARGE NOTICES MAY RESULT IN THE VEHICLE BEING BOOTED OR TOWED AT THE OWNER'S EXPENSE.

PAYMENT SLIP

RETURN THIS PAYMENT SLIP WITH YOUR CHECK OR MONEY ORDER PAYABLE TO PROFESSIONAL PARKING MANAGEMENT CORP. AND INCLUDE THE NOTICE NUMBER TO ENSURE NO FURTHER ACTION IS TAKEN.

A RECEIPT WILL NOT BE ISSUED UNLESS REQUESTED IN WRITING.

NOTICE NUMBER: 0123456789
LICENSE PLATE: SAMPLE
LOCATION: 123 ANYWHERE ST, MIAMI DADE, FL 12345
TO: Professional Parking Management Corp.
1314 East Las Olas Blvd. Suite 405
Fort Lauderdale, FL 33301
(For mailing purposes only)

One Parking will provide the labor, equipment, and software necessary to enforce the parking regulations for the subject properties via License Plate Recognition (LPR). We will issue Parking Charge Notices (PCNs), process disputes, and collect payments for the PCNs. We will also send alerts when multiple violations exist for one vehicle, so that agreed-upon secondary enforcement actions, such as vehicle booting, towing, or applying the Barnacle device can be done at One Parking's discretion.

Vehicle Immobilization

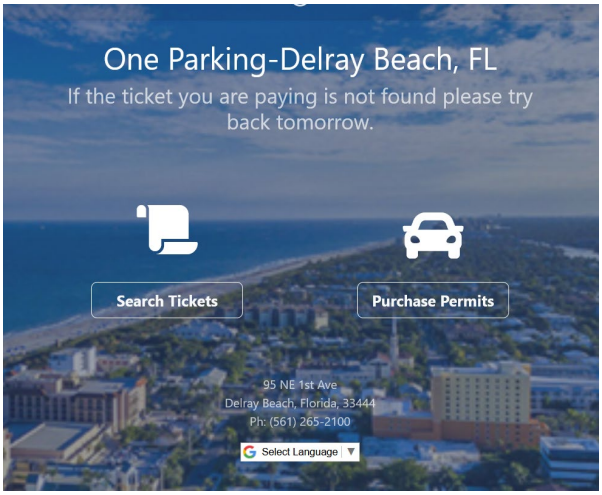
In the event a vehicle must be immobilized, One Parking recommends the Barnacle device. If the Enforcement Officer finds a vehicle that has been parked for an extensive period of time and has not paid for parking, the Enforcement Officer will ready the Barnacle for application.

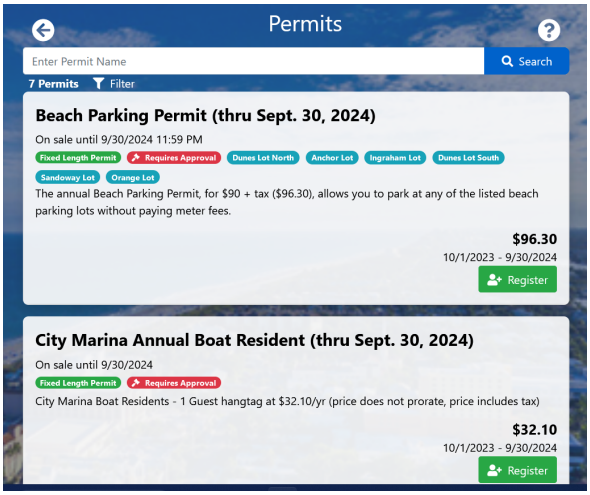
Once the Barnacle is attached to the vehicle windshield, the Enforcement Officer will leave an additional parking violation/failure to pay notice for the patron. The Barnacle will have a 1-800 number on the device for the patron to call and make payment. Once the patron calls the number, the patron will be asked for a credit card to pay the fine. This fine is to be determined by the City ordinance. After payment has been collected, the patron will be instructed to remove the Barnacle from the windshield by entering the 5-digit RELEASE CODE. Once the Barnacle is removed, the patron will be directed to drop the Barnacle off at a designated location. We can place the barnacle receptacles on the lot(s) or at the centralized Parking Management and Enforcement Office. This device is used to great effect in the City of Pompano Beach and in hundreds of operations across the U.S.

Permit & Citation Management

One Parking will provide permit and citation management for the City of Fernandina Beach by utilizing our tech platform that coincides with the enforcement and citation management system. For example, we utilize this tech platform to provide permit and citation management for the City of Delray Beach where we provide comprehensive parking management and on- and off-street enforcement. This permit and enforcement system is flexible and can adapt to the City's future parking needs. It seamlessly integrates with third-party services to deliver a scalable, holistic, enterprise-wide platform. Additionally, it gives us the ability to manage permits and enforcement in unrivaled depth while accommodating future growth, including LPR cameras, PARCS, pay stations, and other parking, mobility, and transportation solutions.

Our permit and citation management system can be easily accessed by visiting the online portal, where the patron can obtain/purchase a permit, pay, or contest a citation. Below is a snapshot of our online permit and citation management portal for the City of Delray Beach. Our system also allows for in-office permit/citation payment services.





Resolution of Customer Issues / Complaints

If a parking customer takes issue with a PCN they've received, they can call the 24/7 customer support line. Once a call is received, the PCN will be investigated, which includes pulling the images of the vehicle and their parking transaction from the database. Plate images, time of day, GPS coordinates / location, and payment made will be analyzed. A summary report is generated and sent to One Parking representatives for consideration and a decision is made to continue to pursue payment or forgive the PCN. The parking customer is notified of the decision. We will work closely with the City to determine what grievance may be filed beyond this point and can adjust our protocol to meet the expectations of City staff.

Pricing Analysis & Proposed Rates

As the current parking services and enforcement provider for multiple cities within Florida, we have a true understanding of the market rates, specifically in beach/coastal communities and mixed environments (residents/visitors/tourists). Thus, we perform area rate surveys and analysis on an ongoing basis (weekly/monthly/quarterly/annually) so that we are well informed on any changes in the market, and if rates need to be adjusted to maximize revenue.

For the City of Fernandina Beach, we performed an area rate survey of the surrounding municipalities that charge for parking. Given our rate survey analysis, we are proposing a rate of $3.00 per hour with no max. This rate is within the market and comparable with the other municipalities. We are open to discussing our proposed rate with the City and collaborating to ensure we are meeting the City's profitability goals.

City of Fernandina Beach	Pompano Beach	Delray Beach	Lake Worth	West Palm Beach	Volusia County
Proposed **$3.00 / hr. (no max)**	weekdays $2.50 / hr. (no max) weekends $3.25 / hr. (no max) Garage $2.50 / hr (no max)	On-Street $3.50 / hr (no max) Lots $2.00 / hr (no max) Garages $5.00 flat rate	$3.00 / hour (no max)	$2.50 / hour (no max)	$30 flat / on-beach $20 flat / off-beach

Enforcement Reporting

One Parking provides parking enforcement for many municipal parking lots, garages, and on-street spaces. In municipalities such as Pompano Beach, Delray Beach, and West Palm Beach, we utilize T2 Enforcement Technology. Using this tech, we can view the LPR Scofflaw Tracking Dashboard, along with detailed and valuable reporting to include:

- Enforcement/Transaction Summary Report
- Gross Revenue Report
- LPR Tracking Report
- LPR Daily Overview Report
- LPR Monthly Overview Report
- LPR Violation Report
- Space Utilization BI Report

The LPR tracking dashboard involves sophisticated algorithms and proprietary logic to compare the cameras' identified sessions to payment sessions and permits (authorized parkers). The system detects potential violators, and potential violators are put in the manual review queue.

The following pages include enforcement reports for locations where we currently provide these services.

Enforcement Report

T2 Iris Transaction Summary 05/16/2023 3:00 AM EDT

Date/Time: 05/15/2023 12:00:00 AM to 05/15/2023 11:59:59 PM EDT
Ticket #: All
Organization: ONE PARKING FLORIDA
Coupon Code: N/A
Location: All Locations
Transaction Type: All
Stall Number: N/A
Plate Number: N/A
Grouping: None

Overall Summary

CASH		
Total Collections	0	$0.00
Revenue	0	$0.00
Change Issued	0	$0.00
Refund Tickets	0	$0.00
Total Refunds	0	$0.00
Excess Payment	0	$0.00
Attendant Deposit	0	$0.00

CREDIT CARD		
Total Collections	2	$60.00
Revenue	2	$60.00

PASSCARD		
Total Collections	0	$0.00
Revenue	0	$0.00

PATROLLER CARD		
Revenue	0	$0.00
Test Transactions	0	$0.00

SMART CARD		
Revenue	0	$0.00
Recharges	0	$0.00

TOTAL		
Total Transactions		2
Total Collections	2	$60.00
Revenue	2	$60.00

Gross Revenue Report

Summary by Zone

Transaction Report Summary

Page Size: 10 Download

Gross Transaction Revenue:	$671.03
Transaction Revenue:	$642.43
Validation Revenue:	$0.00
Convenience Revenue:	$28.60
Fee:	$28.60
Net Revenue:	$642.43
Transaction Count:	143
Avg Transaction Amount:	$4.69

Zone Number	Zone Name	Parent Zone	Gross Transaction Revenue	Transaction Revenue	Validation Revenue	Con. Fee Revenue	Fee	Total Net Revenue	Transactions Count
100954	City of Pompano Beach	n/a	$533.63	$512.43	$0.00	$21.20	$21.20	$512.43	106
100956	Patel Lot	n/a	$6.90	$6.30	$0.00	$0.60	$0.60	$6.30	3
100959	Harbor Village	n/a	$65.50	$62.50	$0.00	$3.00	$3.00	$62.50	15
101050	City of Pompano Beach 5/17/17(2)	n/a	$65.00	$61.20	$0.00	$3.80	$3.80	$61.20	19

LPR Tracking Report

Sort By DATE ADDED | Parking Lot ALL | Parking Passes ALL | Parking Type ALL | Range ALL | Valid ALL | Rows -- | Search 98 results | ADD PERMIT

Parking Lot	Pass	Name	Address	Plate	Validity	Status
OP - 700 BANYAN BLVD		Catalina Lopes		JTQW32 FL	05/12/2023 12:00am 05/12/2123 2:08pm	Valid
OP - 700 BANYAN BLVD		Maya Henderson	FL	NHLJ33 FL	04/26/2023 12:00am 04/26/2123 11:51am	Valid
OP - 700 BANYAN BLVD		Suzanne Kelp		Daaa65 FL	04/12/2023 12:00am 01/01/2123 12:00pm	Valid
OP - 700 BANYAN BLVD		Donte McDowell		PCCJ39 FL	04/05/2023 12:00pm 01/01/2123 12:00pm	Valid
OP - 700 BANYAN BLVD		Malanie Cruz	West Palm Beach FL	35AZJT FL	04/01/2023 12:00am 01/01/2123 12:00pm	Valid
OP - 700 BANYAN BLVD		Felicia Walker		IS19UL FL	04/15/2023 12:00am 04/15/2123 9:59am	Declined
OP - 700 BANYAN BLVD		Fernando One Parking	FL	JBVD63 FL	04/07/2023 12:00am 04/07/2123 10:45pm	Valid
OP - 700 BANYAN BLVD		Claudio Bravo		IESQ90 FL	04/07/2023 12:00am 04/07/2123 7:43pm	Valid
OP - 700 BANYAN BLVD		electraserve electraserve	FL	JJ0YI FL	04/01/2023 12:00pm 01/01/2123 12:00pm	Valid
OP - 700 BANYAN BLVD		Sara Segall		85CBCB FL	04/04/2023 12:00am	Valid

LPR Daily Overview Report

May
Previous - 2023 - Next

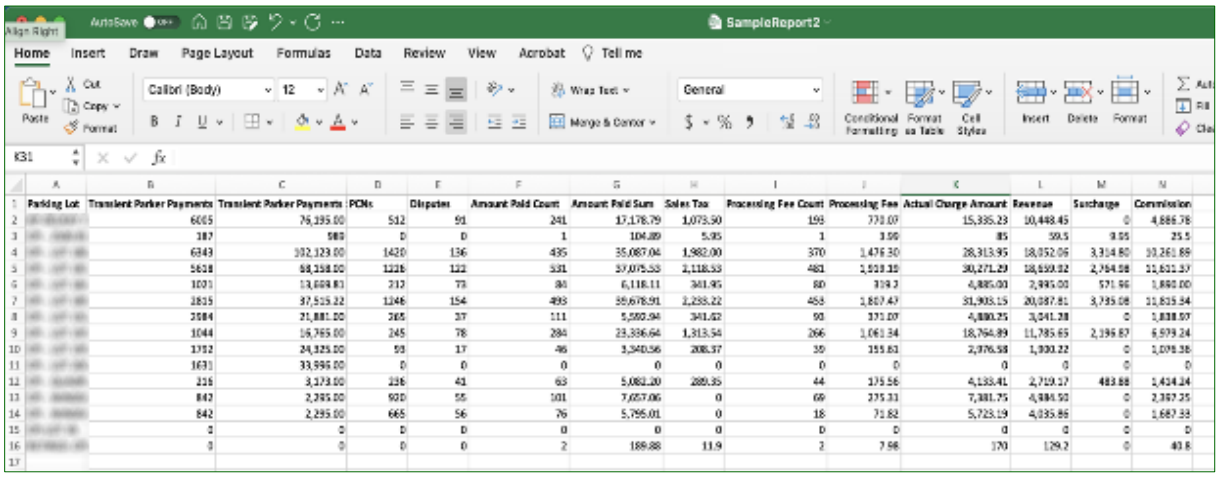
Parking Lot ALL

(1149) $7,402.00 Paid Parkers	346 Violators	27 (12%) Disputes	(192) $10,999.32 Payments	$0.00 Refunds	$3,269.66 Commission

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1 (85) $540.75 37 Violators 9 Violations Paid 2 Disputes (18%) (9) $565.00 Payments $0.00 Refunds $282.50 Commission	2 (82) $522.03 37 Violators 8 Violations Paid 0 Disputes (0%) (8) $408.14 Payments $0.00 Refunds $204.07 Commission	3 (83) $524.22 19 Violators 2 Violations Paid 2 Disputes (13%) (14) $747.06 Payments $0.00 Refunds $58.53 Commission	4 (73) $462.27 33 Violators 1 Violations Paid 2 Disputes (15%) (11) $615.00 Payments $0.00 Refunds $307.50 Commission	5 (102) $650.43 38 Violators 6 Violations Paid 3 Disputes (20%) (12) $660.00 Payments $0.00 Refunds $320.00 Commission	6 (48) $305.37 6 Violators 0 Violations Paid 1 Disputes (25%) (3) $175.00 Payments $0.00 Refunds $-302.50 Commission
7 (85) $545.64 6 Violators	8 (86) $542.94 30 Violators	9 (81) $516.24 35 Violators	10 (67) $427.53 34 Violators	11 (60) $395.05 38 Violators	12 (86) $566.09 30 Violators	13 (10) $74.80 3 Violators

LPR Monthly Overview Report

LPR Violation Report



Parking Lot	Transient Parker Payments	Transient Parker Payments	PCNs	Disputes	Amount Paid Count	Amount Paid Sum	Sales Tax	Processing Fee Count	Processing Fee	Actual Charge Amount	Revenue	Surcharge	Commission
[illegible]	6005	76,395.00	512	91	241	17,178.79	1,073.50	199	770.07	15,335.23	10,448.45	0	4,886.78
[illegible]	187	589	0	0	1	104.89	5.95	1	3.90	85	59.5	0.95	25.5
[illegible]	6343	102,123.00	1420	136	435	35,087.04	1,982.00	370	1,476.30	28,313.95	18,052.06	3,314.60	10,261.89
[illegible]	5608	68,258.00	1216	122	531	37,075.53	2,118.53	481	1,509.35	30,271.29	18,659.02	2,764.58	11,611.37
[illegible]	1001	13,609.81	212	73	84	6,118.11	341.95	80	334.3	4,885.00	2,995.00	571.96	1,890.00
[illegible]	1815	37,515.22	1246	154	493	39,678.91	2,288.22	458	1,867.47	31,903.15	20,087.81	3,795.08	11,815.34
[illegible]	2584	21,881.00	265	37	111	5,560.94	341.62	90	331.07	4,880.25	3,041.28	0	1,838.97
[illegible]	1044	16,765.00	245	78	284	23,336.64	1,313.54	266	1,061.34	18,764.89	11,785.65	2,196.87	6,979.24
[illegible]	1732	24,325.00	93	17	46	3,340.56	208.37	39	155.61	2,976.58	1,900.22	0	1,076.36
[illegible]	1631	33,996.00	0	0	0	0	0	0	0	0	0	0	0
[illegible]	216	3,173.00	236	41	63	5,082.20	289.35	44	175.56	4,133.41	2,719.17	483.88	1,414.24
[illegible]	842	2,295.00	900	55	101	7,657.06	0	69	275.31	7,381.75	4,884.50	0	2,497.25
[illegible]	842	2,295.00	665	56	76	5,795.01	0	18	71.82	5,723.19	4,035.86	0	1,687.33
[illegible]	0	0	0	0	0	0	0	0	0	0	0	0	0
[illegible]	0	0	0	0	2	189.88	11.9	2	7.98	170	129.2	0	40.8

Space Utilization BI Report

Hiring & Personnel Policies

One Parking constantly provides exceptional customer service, hires superior personnel, and provides extensive training to maintain proper controls. By creating a higher quality parking management team, One Parking's parking program and our parking locations remain successful.

One Parking is responsible for hiring, training, and supervising staff members, and acknowledges that the staff members assigned to the services are employees of One Parking. One Parking employs those who are fully trained, competent, and qualified with the skills and experience necessary to provide the services required. One Parking requires background checks and drug testing on all employees prior to employment. Our assigned Manager keeps all hiring records onsite and can provide proof of such to the City upon request. Complete personnel records are held at One Parking's Corporate Headquarters/HR Department.

Customer Service Training Program

One Parking believes our team members deliver our best-in-class approach. We utilize a progressive model designed to motivate members for growth and development. Customer Service Training is a combined effort with local leadership, as well as through our corporate team. We believe the image we reflect is paramount to our business expansion. By ensuring proper staffing, as well as courteous and well-trained employees, we ensure that patrons will keep coming back.

Service Focused Quarterly/Annual Evaluations:

- Attitude. Smile and welcoming greeting towards patrons; always expected to show enthusiasm and professionalism.
- Attendance. Punctuality and low call-out reinforcement program.
- Appearance. Strict adherence to uniform guidelines at all times.

Continual Monitoring and Motivation:

- Disciplinary Action Alternatives.
- Open Door Policy.
- Employee Suggestion Box.
- Yearly Performance Evaluations.
- Random Drug Testing.
- Incentive-Based Recognition.

Post-Hire Training Program:

- New Hire Orientation. Our new hire video informs on all aspects of customer service and knowledgeable ambassadorship that includes location area orientation knowledge. Finally, new hires are required to attend a comprehensive orientation to understand company policies and procedures.
- Sexual Harassment Orientation. Every employee is required to attend an orientation followed by a 30-minute video.
- First Observer Training. An awareness training module emphasizing the importance of diligent observance of their surroundings, to better identify and report on unusual and suspicious activity on all levels of potential dangers.
- On the Job Training and Follow-Up. New employees spend a minimum of three days training with senior staff for quicker and more effective training. Employee progression is monitored, and ongoing training is provided as needed to maintain employee development, along with incentive-based recognition to top performers and Employee of the Month Awards.

TAB C

REFERENCES

C. REFERENCES

CITY OF DELRAY BEACH
Michael Karali
Deputy Director, Public Works
100 NW 1st Avenue, Delray Beach, FL 33444
(561) 243-4601 | KaraliM@mydelraybeach.com

CITY OF POMPANO BEACH
Jeff Lantz
Parking Manager
3460 NE 3rd Street, Pompano Beach, FL 33062
(954) 786-5580 | Jeff.Lantz@copbfl.com

LAUDERDALE-BY-THE-SEA
Ken Rubach
Deputy Town Manager
4501 North Ocean Drive, Lauderdale-By-The-Sea, FL
(954) 640-4233 | kenr@lauderdalebythesea-fl.gov

VOLUSIA COUNTY
Miranda Tressler, M.S.
Activity Project Manager
County of Volusia / Coastal Division
530 N. Dixie Freeway, New Smyrna Beach, FL 32168
(386) 248-8072 ext. 20534 | mtressler@volusia.org

STATE OF WISCONSIN - DEPARTMENT OF ADMINISTRATION
Emily Gorman
Enterprise Program Supervisor
101 East Wilson, Madison, WI 53703
(608) 264-8254 | emily.gorman@wisconsin.gov

TAB D

PROJECT BUDGET AND COST

D. PROJECT BUDGET AND COST

We have provided an expense budget that gives the City choices in how operations are conducted. As described elsewhere in our proposal, the City has the option of approving a method of operation where enforcement officers walk the route OR a method where a vehicle is purchased and the route is driven. Based on our experience, the route is small enough to permit our officers to walk it every 1.5 hours. The Walking Enforcement Method allows our officers to complete 9+ routes each and every day. The city streets are already tight and congested. The walking method means our enforcement vehicle is not adding to congestion by having to stop, with lights and flashers blazing, when they exit the vehicle to place citations or warnings on windshields, further increasing congestion. Conversely, the use of an enforcement vehicle is LPR cameras mounted on the top of the vehicle could allow for 12+ full routes per day. That said, the use of the vehicle and technology mounted within comes at a significant cost of $94,176 in amortization and other costs. In summary, the cost of Walking Enforcement is $346,114 while the use of Driving Enforcement is $457,174.

Performance Bond – You will notice we have priced the bond under the Walking Enforcement column assuming a calculation of a single year's operating expenses x our bond cost. Under this scenario, the bond cost is $8,442 per year. Under the Driving Enforcement, we assumed the cost is measured by taking the expense total of all three contract years x our bond cost. This drives the total bond cost to $25,325 per year. This is an issue we would need to discuss in the next phase of the RFP process, but we wanted to show and explain our logic on our proforma.

Finally, we have shown a staffing schedule depicting the hours our officers would patrol the streets and lots. This is a very visual representation of coverages. We believe this would be adequate but are also open to adjustments if you want to see more than 9+ full route completions per day.

We believe we have interpreted the RFP information accurately, but also know that the institution of a parking enforcement program is complex. A great many questions still need to be asked and answered before the final proforma can be completed. We look forward to those questions and answer sessions in the next phase of this process.

Walking Enforcement Staffing Schedule																	
	am					pm											Daily
Weekdays	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	Hours
General Manager		in the field															
						in the office											
Office CSR																	4
Enforcement 1																	6
Enforcement 2																	4
Weekends																	
Enforcement 3																	8
Enforcement 4																	7

Expense Proforma
City of Fernandina Beach
May 21,2025

The expenses shown are regardless of revenue, so no percentages are shown.

Expenses			hrs	days	rate	With Walking Enforcement	With Driving Enforcement
	Weekdays						
Personnel	General Manager	salaried				$ 65,000	
	Enf 1 - weekdays	Mon - Fri	6	260	$ 18.00	$ 28,080	
	Enf 2 - weekdays		4	260	$ 18.00	$ 18,720	
	Office CSR (phones & customer ser)		4	260	$ 20.00	$ 20,800	
	Weekends						
	Enf 3	Sat - Sun	8	104	$ 19.00	$ 15,808	
	Enf 4	Sat - Sun	7	104	$ 19.00	$ 13,832	
	OnGoing Corporate Support					$ 12,000	
	OnGoing Regional Support					$ 12,000	
			Payroll Subtotal			$ 186,240	
			Payroll Taxes (16%)			$ 29,798	
			Total Labor & Burden			$ 216,038	

Corp / Regional initial support and training				$ 6,100		
Amortization - Walking Enforcement						
Office Furniture			$ 8,000			
Desktop / Laptops / Printers			$ 3,200			
Purchase of 250 signs	$24	250	$ 6,000			
Mounting posts for signs	$149	250	$ 37,250			
Installation of 250 signs	$50	250	$ 12,500			
			$ 66,950	$ 26,700		
Amortization - Driving Enforcement						
Office Furniture			$ 8,000			
Desktop / Laptops / Printers			$ 3,200			
Purchase of 250 signs	$24	250	$ 6,000			
Mounting posts for signs	$149	250	$ 37,250			
Installation of 250 signs	$50	250	$ 12,500			
T2 UpSafety Mobile LPR			$ 52,000			
Mobile Enforcement Vehicle			$ 36,000			
Vehicle Wrapping / Branding			$ 4,000			
			$ 158,950			$ 63,372
Fuel / Service / Plates / Cleaning						$ 2,400
Commercial Auto Liability Insurance						$ 6,400
Mobile LPR SaaS Fees						$ 22,004
Handheld enforcement devices	$399	2	SaaS Fees	$ 9,576		
Accounting				$ 8,100		
Office Rent	$ 1,400	12		$ 16,800		
Office Utilities				$ 4,800		
Office IT / communications				$ 3,000		
Bank Service Charges				$ 1,200		
Employee Benefits - Group Health				$ 7,800		
Human Resources				$ 1,800		
Liability Insurance				$ 4,629		
PCI / Tech				$ 3,000		
Payroll Processing				$ 4,630		
Permits / Licenses				tbd		
Supplies				$ 2,500		
Uniforms				$ 2,999		
Management Fee ($2 / space / month)				$ 18,000		
Total Annual Estimated Expenses				$ 337,672		
Performance Bond - if measured annually				$ 8,442		
Performance Bond - if measured over 3 year term						$ 25,325
Total cost with Walking Enforcement plus annual bond				**$ 346,114**		
Total Cost with Driving Enforcement and 3 years OpX Bond						**$ 457,174**

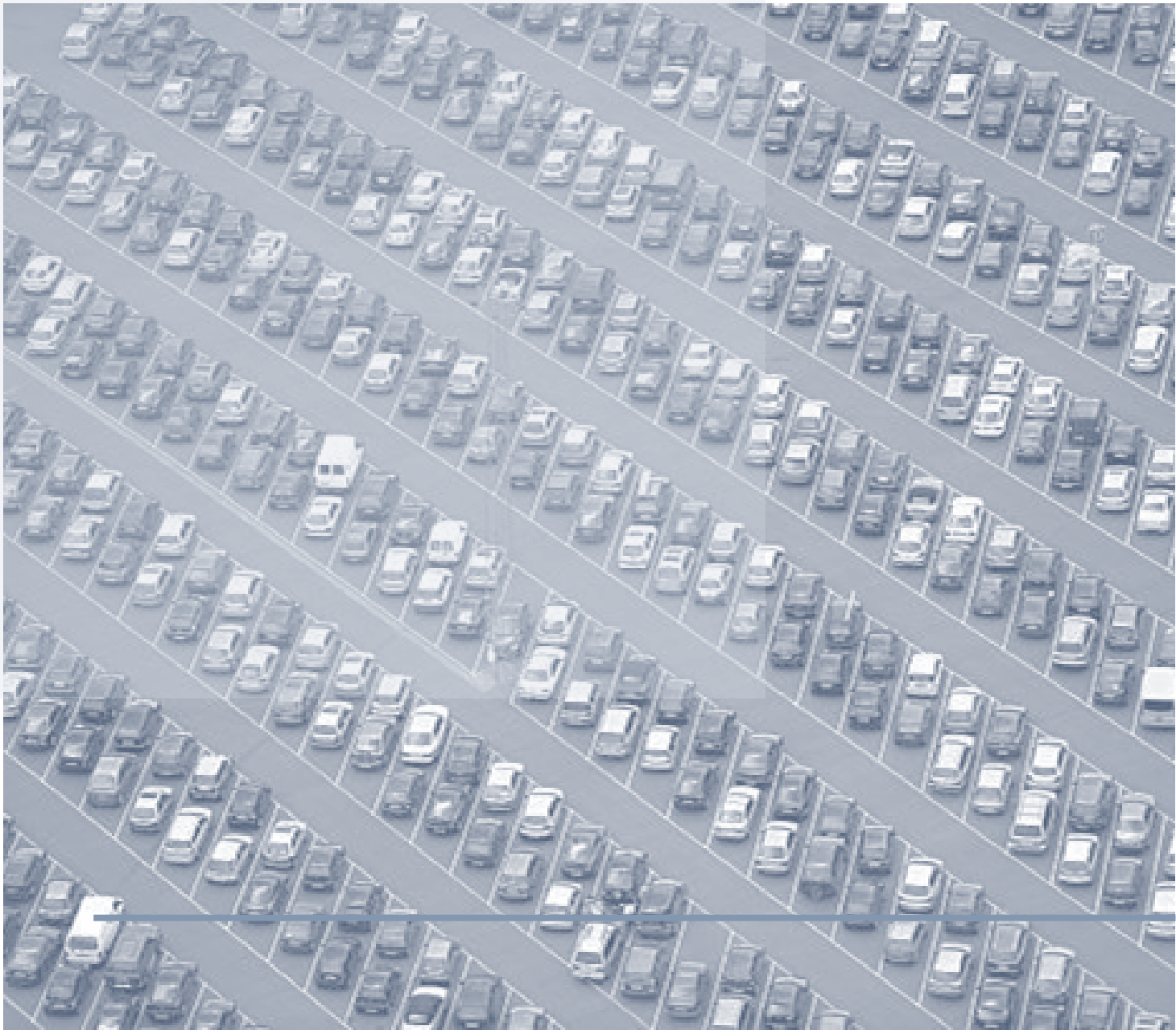
Revenue and Net Profit Estimates

It is difficult to accurately estimate the revenue that could be created by the pivot to pay parking. We have used information gleaned from other municipal operations to provide the following estimate of revenue. Note: We have provided three of our operating cities, however, we have redacted names to protect their information. If we are invited to give a presentation, we will share this information after we have been given permission to do so. That said, this is a quick way to assess the possible profitability of Fernandina Beach operations.

[redacted]		Spaces	[redacted]		Spaces	[redacted]		Spaces
Citation Revenue - 2024		$ 532,023	Citation Revenue - 2024		$ 518,481	Citation Revenue - 2025		$ 1,043,169
Citation Rev / Space / Year		$ 285.88	Citation Rev / Space / Year		$ 449.29	Citation Rev / Space / Year	868.72	$ 480.50
Citation Rev / Space / Month		$ 23.82	Citation Rev / Space / Month		$ 37.44	Citation Rev / Space / Month	$ 72.39	$ 40.04
			Average Citation Revenue per Space per Year		$ 534.63			
			Total spaces in Fern Beach		750			
			Total anticipated revenue		$ 400,973			
Device and Payment Apps Revenue - transient		$ 3,750,449	Device and Payment Apps Revenue - transient		$ 4,062,751	Device and Payment Apps Revenue - transient		$ 3,260,766
(see XXXXXX Beach income statement)	per space	$ 2,015	(see YYYYYY income statement)	per space	$ 3,521	(see ZZZZZ income statement)	per space	$ 1,520
			Average Payment Revenue/Space		$ 2,352			
			Total spaces in Fern Beach		750			
			Total anticipated revenue		$ 1,763,967			
			Grand Total Anticipated Revenue		$ 2,164,940			
			Less: Sales Tax		n/a			
			Net Revenue		$ 2,164,940			
			Less: Operating Expenses assuming Walking Enforcement with a 1-year Performance Bond		$ 346,114			
			Net Profit to City of Fernandina Beach		$ 1,818,826			

TAB E

CERTIFICATES OF INSURANCE



E. CERTIFICATES OF INSURANCE

One Parking currently maintains a total limit of $21M per occurrence and $22M aggregate. **We also carry $5M in Cyber Insurance,** unlike other parking management companies in the industry. Please see the Certificate(s) of Coverage on the following page(s) for additional information.

ACORD

ONEPARK-01 CHAWSE

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 3/5/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER License # 0C36861
Thousand Oaks-Alliant Insurance Services, Inc.
325 East Hillcrest Dr Ste 250
Thousand Oaks, CA 91360

CONTACT NAME: Marla Howard-Seleman
PHONE (A/C, No, Ext):
FAX (A/C, No):
E-MAIL ADDRESS: mhoward-seleman@alliant.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Gotham Insurance Company	25569
INSURER B : New York Marine And General Insurance Company	16608
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED
One Parking, Inc.
477 South Rosemary Ave, Suite #325
West Palm Beach, FL 33401

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE / X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: POLICY / PRO-JECT / X LOC OTHER:			GL2025PKF00174	3/1/2025	3/1/2026	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 1,000,000
							MED EXP (Any one person)	$ 0
							PERSONAL & ADV INJURY	$ 1,000,000
							GENERAL AGGREGATE	$ 2,000,000
							PRODUCTS - COMP/OP AGG	$ 2,000,000
								$
B	AUTOMOBILE LIABILITY X ANY AUTO OWNED AUTOS ONLY / SCHEDULED AUTOS HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY			AU202500017674	3/1/2025	3/1/2026	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
A	UMBRELLA LIAB / X OCCUR X EXCESS LIAB / CLAIMS-MADE DED / X RETENTION $ 0			XS2025PKF00116	3/1/2025	3/1/2026	EACH OCCURRENCE	$ 5,000,000
							AGGREGATE	$ 5,000,000
								$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y / N If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		WC202500021223	3/1/2025	3/1/2026	X PER STATUTE / OTH-ER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	Garagekeepers Legal			GL2025PKF00174	3/1/2025	3/1/2026	Limit	1,000,000
A	Liability			GL2025PKF00174	3/1/2025	3/1/2026		

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

Evidence of Insurance

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Katherine L. Phillips

ACORD 25 (2016/03)

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AGENCY CUSTOMER ID: ONEPARK-01 CHAWSE
LOC #: 1

ACORD

ADDITIONAL REMARKS SCHEDULE

Page 1 of 1

AGENCY	License # 0C36861	NAMED INSURED
Thousand Oaks-Alliant Insurance Services, Inc.		One Parking, Inc. 477 South Rosemary Ave, Suite #325 West Palm Beach, FL 33401
POLICY NUMBER SEE PAGE 1		
CARRIER SEE PAGE 1	NAIC CODE SEE P 1	EFFECTIVE DATE: SEE PAGE 1

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: ACORD 25 FORM TITLE: Certificate of Liability Insurance

COMPLETE EXCESS POLICIES INFORMATION

1st Layer/Primary Excess Gotham Ins. Co. Policy #XS2025PKF00116
Effective 03/01/24 to 03/01/26
Limit Per Occurrence $5,000,000
Aggregate $5,000,000
Includes Excess Garagekeepers Legal Liability

2nd Layer Excess StarStone Specialty Ins. Co. Policy #: 79824X251ALI
Effective 03/01/24 to 03/01/26
Limit Per Occurrence $5,000,000
Aggregate $5,000,000

3rd Layer Excess Crum & Forster Specialty Ins. Co. Policy #: SEO -136136
Effective 03/01/25 to 03/01/26
Limit Per Occurrence $5,000,000
Aggregate $5,000,000

4th Layer Excess Evanston Ins. Co. Policy #: MKLV7EUE101811
Effective 03/01/25 to 03/01/26
Limit Per Occurrence $5,000,000
Aggregate $5,000,000

Total Excess Limits All 4 policies is $20,000,000 Per Occurrence
$20,000,000 Aggregate

Total Per Occurrence $21,000,000
Total General Aggregate $22,000,000

ACORD 101 (2008/01)

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TAB F

EXHIBITS

F. EXHIBITS

The following pages contain Exhibits A-H (RFP Forms), as well as the Addenda Acknowledgement, and Proposal Bond (Certified Check):

EXHIBITS A-H (RFP FORMS)

Exhibit A - Contact Sheet
Exhibit B - Public Entity Crimes Statement
Exhibit C - Drug-Free Workplace Certification
Exhibit D - E-Verify Statement
Exhibit E - Proposer Acknowledgements and Agreements
Exhibit F - Conflict of Interest
Exhibit G - Non-Collusion Affidavit
Exhibit H - Disputes Disclosure

ADDENDA ACKNOWLEDGEMENT

PROPOSAL BOND (CERTIFIED CHECK)

EXHIBIT "A"

CONTACT SHEET

Name: One Parking, Inc.

Federal Taxpayer ID: 20-2051457

Mailing Address: 477 South Rosemary Avenue, Suite 325

City, State, & Zip Code: West Palm Beach, FL 33401

Telephone: 561-833-7222 **Fax:** 561-833-7267

Email: Kirsten@oneparking.com

Submitted By: Kirsten Dolan

Title: CEO

Accounting Contact:

Name: Diane Demers **Title:** Corporate Officer/Treasurer

Email Address: ddemers@oneparking.com **Phone:** 561-596-5129

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "B"

SWORN STATEMENT UNDER F.S. SECTION 287.133(3) (A), ON PUBLIC ENTITY CRIMES

THIS FORM SHALL BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid, Proposal or Contract for RFP 25-05 Parking Management Services City of Fernandina Beach.

2. This sworn statement is submitted by (entity) One Parking, Inc. whose business address is 477 South Rosemary Avenue, Suite 325 West Palm Beach, FL 33401 and (if applicable) Federal Employer Identification Number (FEIN) is 20-2051457 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: N/A.)

3. My name is Kirsten Dolan and my relationship to the entity named above is Owner and CEO.

4. I understand that a "public entity crime" as defined in Paragraph 287.133(a) (g). Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or any agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in paragraph 287.133(a) (b), Florida Statutes, means finding of guilt or a conviction of a public entity crime with or without an adjudication of guilt, in any federal or state trial court of records relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1) (a), Florida Statutes, means:

   1. A predecessor or successor of a person convicted of a public entity crime; or

   2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The City of Fernandina Beach, Florida ownership by one of shares constituting a controlling income among persons when not for fair interest in another person, or a pooling of equipment or income among persons when not for fair market value under a length agreement, shall be a prima facie case that one person controls another person. A person who was knowingly convicted of a public entity crime, in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of the state or of the United States with

the legal power to enter into a binding contract for provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)

_X_ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. (Please attach a copy of the final order.)

____ The person or affiliate was placed on the convicted FIRM list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in public interest to remove the person or affiliate from the convicted FIRM list. (Please attach a copy of the final order.)

____ The person or affiliate has not been placed on the convicted FIRM list. (Please describe any action taken by, or pending with, the Department of General Services.)

05/28/2025
Signature Date:

STATE OF FLORIDA
COUNTY OF PALM BEACH

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 28th day of MAY, 2025, and is personally known to me, or has produced FLORIDA DRIVER LICENSE as identification.

SHASTRI A. NARINE
NOTARY PUBLIC
MY COMMISSION
EXPIRES 3-27-2028
STATE OF FLORIDA
COMMISSION NUMBER HH 509234

Notary Public
My Commission expires: 3/27/2028

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "C"

DRUG-FREE WORKPLACE CERTIFICATION

The below-signed INDIVIDUAL/FIRM certifies that it has implemented a drug-free workplace program. In order to have a drug-free workplace prepare, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.

2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.

3. Give each employee engaged in providing the commodities or services a copy of the statement specified in paragraph 1.

4. In the statement in paragraph 1., notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of nolo contendere to, any violation occurring in the workplace no later than five (5) working days after such conviction.

5. Impose a sanction on or require fine satisfactory participation in drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.

6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I Certify that this firm complies fully with the above drug-free workplace requirements.

COMPANY: One Parking, Inc.

CITY: West Palm Beach STATE: FL ZIP CODE: 33401

SIGNATURE: _____ PHONE: C: 917-664-3430 O: 561-833-7222

NAME (TYPED OR PRINTED): Kirsten Dolan TITLE: CEO

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "D"

E-VERIFY STATEMENT

Bid/Proposal Number: RFP 25-05 Parking Management Services City of Fernandina Beach

Project Description: Paid parking management services within the Downtown area of Fernandina Beach

I/FIRM acknowledges and agrees to the following:

I/FIRM will utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

1. All persons employed by the FIRM during the term of the Contract to perform employment duties within Florida; and

2. All persons assigned by the FIRM to perform work pursuant to the contract with the Department.

Individual/Company/Firm: One Parking, Inc.

Authorized Signature:

Title: CEO

Date: 05/28/2025

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "E"

PROPOSER ACKNOWLEDGEMENTS AND AGREEMENTS

The undersigned, as an employee or agent of the Proposer, having the authority to sign a binding agreement on behalf of the corporation, company, or firm presenting this submittal, confirms understanding and/or agreement and/or takes exception with any statement in the following sections of this RFP document.

1. INTRODUCTION AND GENERAL INFORMATION
   Understands and agrees to all terms.

2. PROPOSAL INSTRUCTIONS, TERMS AND CONDITIONS
   Understands and agrees to all terms.

3. EVALUATION AND CONTRACT OVERVIEW
   Understands and agrees to all terms.

4. PROPOSER'S RESPONSE: SUBMITTAL INFORMATION
   Understands and agrees to all terms.

5. PROPOSER'S RESPONSE: PROPOSED TEAM
   Understands and agrees to all terms.

6. PROPOSER'S RESPONSE: PROPOSED COMPENSATION
   Understands and agrees to all terms.

Name: Kirsten Dolan Title: CEO

Signature: Date: 05/28/2025

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "F"

CONFLICT OF INTEREST STATEMENT

This sworn statement is submitted with Bid, Proposal or Contract for RFP 25-05 Parking Management Services City of Fernandina Beach.

This sworn statement is submitted by (entity) One Parking, Inc. whose business address is 477 South Rosemary Avenue, Suite 325 West Palm Beach, FL 33401 and (if applicable) Federal Employer Identification Number (FEIN) is 20-2051457 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: N/A.)

My name is Kirsten Dolan and my relationship to the entity named above is Owner and CEO.

1. The above-named entity is submitting a Proposal for the City of Fernandina Beach.
2. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
3. The Affiant states that only one submittal for the above proposal is being submitted and that the above-named entity has no financial interest in other entities submitting proposals for the same project.
4. Neither the Affiant nor the above- n a m e d entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
5. Neither the entity not its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
6. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
7. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Fernandina Beach.
8. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of Fernandina Beach.

9. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above-named entity, will immediately notify the City of Fernandina Beach.

05/28/2025
Signature Date:

STATE OF FLORIDA
COUNTY OF PALM BEACH
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 28th May, 2025, and is personally known to me, or has provided Florida Driver License as identification.

My Commission expires: 3/27/2028
Notary Signature

SHASTRI R. ROOPNARINE
NOTARY PUBLIC
MY COMMISSION EXPIRES 3-27-2028
STATE OF FLORIDA
COMMISSION NUMBER HH 509234

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "G"

NON-COLLUSION AFFIDAVIT

This sworn statement is submitted with Bid, Proposal or Contract for RFP 25-05 Parking Management Services City of Fernandina Beach.

This sworn statement is submitted by (entity) One Parking, Inc. whose business address is 477 South Rosemary Avenue, Suite 325 West Palm Beach, FL 33401 and (if applicable) Federal Employer Identification Number (FEIN) is 20-2051457 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: N/A.)

My name is Kirsten Dolan and my relationship to the entity named above is Owner and CEO.

1. The above named is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

2. Such Proposal is genuine and is not a collusive or sham proposal;

3. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Fernandina Beach, Florida or any person interested in the proposed Contract; and

4. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

Kirsten Dolan 05/28/2025

Signature Date:

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

STATE OF FLORIDA
COUNTY OF PALM BEACH
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 28th day of MAY, 2025, and is personally known to me, or has provided FLORIDA DRIVER LICENSE as identification.

_____ My Commission expires: 3/27/2028
Notary Signature

SHASTRI R. ROOPNARINE
NOTARY PUBLIC
MY COMMISSION
EXPIRES 3-27-2028
STATE OF FLORIDA
COMMISSION NUMBER HH 509234

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT "H"

DISPUTES DISCLOSURE FORM

Answer the following questions by placing as "X" after "YES" or "NO". If you answer "YES", please explain in the space provided, or via attachment.

Has your firm or any of its officers, received a reprimand of any nature or been suspended by the Department of Professional Regulations or any other regulatory agency or professional association within the last five (5) years?
YES___ NO_X_

Has your firm, or any member of your firm, been declared in default, terminated or removed from a contract or job related to the services your firm provides in the regular course of business within the last five (5) years?
YES_____NO_X__

Has your firm had against it or filed any request for equitable adjustment, contract claims, bid protest, or litigation in the past five (5) years that is related to the services your firm provides in the regular course of business?
YES_____NO_X__

If yes, state the nature of the request for equitable adjustment, contract claim, litigation, or protest, and state a brief description of the case, the outcome or status of the suit and the monetary amounts or extended contract time involved.

I hereby certify that all statements made are true and agree and understand that any misstatement or misrepresentation or falsification of facts shall be cause for forfeiture of rights for further consideration of this proposal for the City of Fernandina Beach.

One Parking, Inc.	05/28/2025
Firm	Date
	Kirsten Dolan, CEO
Authorized Signature	Printed or Typed Name and Title

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034

ADDENDUM No. 1

The following changes are applicable to the original documents and specifications of **RFP 25-05**. This Addendum No.1 now becomes part of the original Request for Proposal and shall be acknowledged by attaching a copy of this Addendum, signed by an authorized representative of the person or firm submitting the response. Failure to do so may disqualify the response submittal.

Submitters shall thoroughly familiarize themselves with the contents of this Addendum before submitting the response.

NAME: Kirsten Dolan **TITLE:** CEO

ADDRESS: 477 South Rosemary Avenue, Suite 325

CITY: West Palm Beach **STATE:** FL ZIP: 33401

AUTHORIZED SIGNATURE: _____ **DATE:** 05/28/2025

CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

- Evaluation criteria change.

Criteria	Weight
Qualifications/Experience of Company	30
Performance Delivery Plan	30
References	20
Project Budget and Cost	20
	100

- In the cost proposal budgets, should vehicles, LPR units and any other items that would be considered capital expenditures be amortized over 36 months or 60 months? **All equipment should be purchased/maintained/owned by the Contractor. The City anticipates that the contract will have an initial period of three (3) years with two (2) options to renew at two (2) years each for a total of seven (7) years with a projected start date of October 1, 2025.**

- If the contract is not extended and there are still unamortized costs, will the city reimburse the operator? **Reimbursements will be determined during contract negotiations.**

- Who will own the vehicle, LPR unit, etc. at the end of the contract term, the City or the Contractor? **All equipment should be purchased/maintained/owned by the Contractor.**

- Please confirm what type of agreement the City is looking for. Is it a Rev Share or is it a management agreement with a fixed management fee plus reimbursable operating expenses? **Proposer should present the option that is in the best interest of the City.**

- Will there be available office space for the contractor to use? **The City will not provide office space; however, there is rentable office space available within the Downtown area.**

- If the contractor has to provide their own office space, does it have to be in a certain general location and available to the public for customer service? **There are no requirements for office space within this RFP.**

- Will there be available parking spaces for enforcement vehicles? **The City will assist in providing parking for enforcement vehicles.**

- Please confirm the City will be the Merchant of Record **Yes**

- Who is the City's preferred collections agency? **The vendor the City prefers is Contract Callers.**

- Can the City describe what type of DOT interface they are seeking with the selected Digital Enforcement system? Is an integration with the Florida Department of Highway

Safety and Motor Vehicles for the purposes of registered owner lookups and registration holds sufficient? **The purpose of this interface is to be able to send parking citations to the registered address.**

- Would all 39,000 residents be eligible for a digital permit, which could allow for free parking for all Fernandina Beach residents? **The company should make a recommendation on annual permits that provides benefits (discounts) to residents.**

- We see the "3 Hours Parking" signs all across the city have been removed. Is it the City's intent to introduce incremental rates instead of the 3-hours time limit? If so, do you have rates in mind that you would envision charging? We need to understand the rates in order to create a revenue proforma. **The 3-hr parking signs were removed because the City has no means to enforce. The company should provide a recommendation on hourly rates, annual permits, and parking times to the City.**

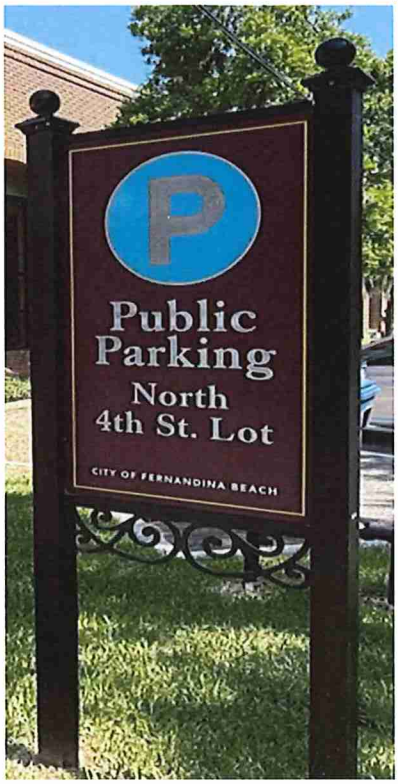
- Those signs reflected enforcement from 7am to 7pm. Does the City wish to keep this schedule and if so, is it for seven (7) days per week? If you envision another schedule can you please share it? **The 3-hr parking signs were removed because the City has no means to enforce. The company should provide a recommendation on parking times to the City.**

- The RFP states all revenues will be deposited in a City controlled account. Would the successful bidder have access to this account, along with the ability to make withdrawals to cover operating expenses? **The company will not have the ability to withdraw funds from a City account. It is anticipated that the City will receive net revenue deposits from the Company.**

- There is the mention of "kiosks" on page 6 of the RFP, Scope of Work. Kiosk usually refers to a multi-space meter that a parker would approach on foot, making payment for their parking session. Is it the City's desire that the successful bidder mount these devices on certain block faces in the enforcement zone? And if these devices are

desired, will the City purchase them or expect the successful bidder to make that purchase? **The company is responsible for supplying, installing, and maintaining kiosks if they are recommended by the proposer and agreed upon by the City.**

- Within the zone outlined in red and showing as Exhibit A, there are a number of surface lots. See signs below. It is our understanding that these lots will also be a part of the enforcement program, in addition to the on-street spaces and Marina Lots. Can you verify we are correct about this assumption? **Yes, these surfaces are part of the premium paid parking zone**



- The new program will require informational signs to notify the public of the program and the new parking rates. This could mean the installation of 250 signs at a ratio of 1 every 3 spaces, for example. Will the City generate and install these signs? **The company will be responsible for supplying, installing, and maintaining all signage. The Downtown area is part of the City's Historic District and signage will need to be a coordinated effort with the City.**

- Would the City provide an office for the successful enforcement company or would the company have to rent office space? **The City will not provide office space; however, there is rentable office space available within the Downtown area.**

- Would the City be willing to bring 110 power to two (2) points in each of the Marina lots? This would be needed to power new technology on those locations. **There is 110v available in both parking lots**

- Can you please verify the financial statements are kept confidential throughout this process? **Under Florida Public Records Law the statements would become available once the bid is awarded. Banking information would be redacted. Please refer to Florida Statute (119.071, Sub 1, Sub B2)**

REGIONS

CASHIER'S CHECK

06/03/2025

5509506404

ONE PARKING INC / PARKING RFP 25-05

Purchaser / Purchased For

VOID

SEVENTEEN THOUSAND THREE HUNDRED SIX DOLLARS AND 00 CENTS

PAY TO THE ORDER OF: CITY OF FERNANDINA BEACH $17,306.00 Fee $0.00

NOT NEGOTIABLE

CUSTOMER COPY

Regions Bank

Branch FL05947

CC005947

REGIONS

CASHIER'S CHECK

06/03/2025

61-1/620 5509506404

ONE PARKING INC / PARKING RFP 25-05

Purchaser / Purchased For

SEVENTEEN THOUSAND THREE HUNDRED SIX DOLLARS AND 00 CENTS

PAY TO THE ORDER OF: CITY OF FERNANDINA BEACH

$17,306.00

Security Features Details on Back.

Authorized Signature

Regions Bank

Branch FL05947

CC005947

⑈5509506404⑈ ⑆062000019⑆ 0000742651⑈

ORIGINAL COPY

June 5, 2025

Submitted To:

City of Fernandina Beach
City Clerk's Office
Parking Management Services
RFP 25-05
204 Ash Street
Fernandina Beach, FL 32034

SP+ Proposal for the City of Fernandina Beach

a metropolis company

SP+ | A Metropolis Company
400 N. Ashley #2590
Tampa, FL 33602

Metropolis.io | spplus.com

June 5, 2025

City of Fernandina Beach, FL

RE: Parking Services for City of Fernandina Beach, Florida

Mr. Jeremiah Glisson,

Thank you for the opportunity to participate in the RFP process for parking services with The City of Fernandina Beach, we are thrilled to submit our proposal and introduce innovative solutions designed to further improve efficiency and user experience for all residents and visitors of the City.

We are confident that Metropolis possess the proven technical experience and vision to deliver world-class parking technology. Our focus in the preparation of this proposal was to identify key opportunities to maximize operational efficiencies, elevate and apply new technologies that enhance the customer experience while simultaneously allowing the conduit for strong financial performance.

We know our vertically integrated approach to parking operations and technology will create a remarkable parking experience and drive a significant gain in net operating income for the city-owned on and off-street parking locations.

Here's how we'll do it:

- Digitize the parking experience for all parkers using on and off-street parking through the use of QR signage, and gateless technology at the two marina lots
- Annual resident permit at $100/year. Register your plate once a year.
- Management Contract, where the City controls the enforcement and expenses

Key Takeaways as you review our proposal:

Metropolis requires **$$$ in capex to implement**. We cover the cost and installation of our computer vision technology on site and complete sign package for on and off-street.

- We can **launch in 30-days** from signed contract
- Local Infrastructure to support City operations and provide efficiencies
- 45+ year history of successful operations in Northern Florida
- Experienced local management team and staff

- We dramatically offset operating costs to ownership by passing through a small customer service fee to the parking customers.

SP+ | A Metropolis Company
400 N. Ashley #2590
Tampa, FL 33602

Metropolis.io | spplus.com

We are confident that our proposed plan can eliminate leakage and maximize revenue compliance, all while creating a remarkable customer experience for the end parker.

Thank you for taking the time to review our proposal, we look forward to an opportunity to work with The City of Fernandina Beach.

Sincerely,

Ryan Grulich,
Director of Sales and Deployment
rgrulich@metropolis.io
(253) 987 - 9919

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "A"

CONTACT SHEET

Name: SP Plus, LLC

Federal Taxpayer ID: 99-0890822

Mailing Address: 200 E. Randolph St., Suite 7700

City, State, & Zip Code: Chicago, IL 60601

Telephone: (267) 975-9771 **Fax:** N/A.

Email: cbragg@metropolis.io

Submitted By: Christopher Bragg

Title: Senior Vice President, Operations

Accounting Contact:

Name: Robin Counts **Title:** Director, Client Reporting

Email Address: rcounts@metropolis.io **Phone:** (615) 850-6246

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

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A. Experience & Qualifications of Organization

a metropolis company

A. EXPERIENCE & QUALIFICATIONS OF ORGANIZATION

Company Overview

Metropolis develops and integrates industry-leading technology with best-in-class operations management. As the largest parking network in America, we are experts at providing remarkable solutions that enable the efficient and time-sensitive movement of people, vehicles, and personal travel belongings.

380 CITIES
operating in

5 BILLION
in gross receipts annually

24,000
EMPLOYEES
globally

2 MILLION
parking stalls
managed

4,200 FACILITIES
Office, hotel, retail, aviation+

1,600 SHUTTLES
in operation

NATIONAL PARKING ASSOCIATION
2021 INNOVATION AWARD

2023-25 ACCREDITED PARKING ORGANIZATION®
WITH DISTINCTION

AMERICA'S MOST SUCCESSFUL SMALL COMPANIES
Forbes 2024

Over 96 Years of Experience

Since 1929, Metropolis' subsidiary SP+ has been providing solutions to industries such as, Airlines & Airports, Events & Venues, Healthcare, Hospitality, Municipal, Office, Residential, Universities, Casinos, Cruise Ports and Ski Resorts.

Our extensive range of services encompasses Professional Parking Management, World-Class Parking Technology, Ground Transportation, Event Logistics, Facility Maintenance, Transportation Management, Consulting, Luggage Logistics & Management, Marketing Services, and Guest Services.

It started with one downtown parking lot, which soon expanded to numerous locations including hotels and medical centers. In the 1950s, we started the first paid airport parking operation at Cleveland Hopkins International Airport. In the late 1970s, Standard Parking started a rapid expansion program that made it a national company. In 2013, Standard Parking Corporation merged with Central Parking Corporation, creating SP Plus Corporation, one the largest full-service mobility solutions firms in North America with operations in the U.S., Puerto Rico and Canada.

In May 2024, SP+ Corporation was acquired by Metropolis Technologies, Inc. making it the largest parking network in America with 4,600+ locations and on track to have 50 million+ customers. Our acquisition of SP+ is an exciting opportunity to bring together excellence in technology and operations. We're the new standard in parking, and we're scaling our platform to thousands of new locations and onboarding over 50M members.

Municipal Services Division

Working closely with municipalities through the parking privatization process, our Municipal Services Division helps cities achieve their parking objectives without straining public resources or sacrificing customer service.

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

Operations Specialists linking innovation with exceptional market-based expertise

Business Divisions
- Aviation
- Commercial
- Technology

Service Line
- Parking
- Transportation
- Facility Maintenance
- Luggage Management
- Technology
- Marketing
- Consulting

Market Solutions
- Airports
- Events & Venues
- Healthcare
- Hospitality
- Municipal
- Residential
- Retail
- Resorts
- Office
- Universities

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

The City of Fernandina Beach's on-site parking operations team will receive the full support of our Municipal Services Division. Going beyond daily operational support, the City can expect the highest level of responsiveness, guidance and backing from the industry's most experienced and well-versed team of dedicated on-street parking professionals.

A partnership with Metropolis means linking the City's parking operation to our 50+ municipal parking operations across 34 states. No other provider has a municipal parking specific team working across regions to:

- Stay at the forefront of implementing new technology
- Ensure best practices and policies are in place location to location
- Share knowledge while developing future municipal parking leaders
- Provide experience and guidance on new initiatives and projects
- Maintain accountability through teamwork

Simply put, no other parking management company can provide a resource with more project management experience, operational capability, accountability, and progressive thinking in on-street parking management than the Municipal Services Division. In their tenure as parking

professionals, members of the Municipal Services Division have worked with the municipalities on the right to develop, operate, and guide their parking programs.

We also have proven experience marketing and branding public parking programs and facilitating successful stakeholder engagement programs. In addition, we have extensive experience implementing and managing various types of parking access and revenue control systems, including hardware, software, and proprietary technology applications for multiple municipal and institutional agencies and private sector clients.

Metropolis team members across the country issue citations, operate booting and towing programs as well as accept office and mail collections and remittances. We also in some operations are the first-level adjudicators for appealed citations.

Government Agencies Clients

We manage municipal parking (on-street and off-street) programs driven by both industry leading customer service and data driven operations to ensure the efficient administration of meter intelligence management, enforcement operations, proven reliability in our maintenance services as well as strategic specialized stakeholder engagement and public relations programs throughout the United States and Canada. *We see beyond the traditional methodologies and focus on the dynamic interactions of mobility within programs we are partnered with.* A major focus of our company is the provision of parking management services to municipalities, institutions, and governmental agencies, making Metropolis the most experienced municipal parking innovators in the country.

List of Current Municipal Clients Similar to City of Fernandina Beach

We have met all contractual obligations and compliance with all governing standards.

- City of Anaheim, CA
- City of Fullerton, CA
- City of Glendale, CA
- City of Los Angeles, CA (LADOT)
- City of Oakland, CA
- City of San Jose, CA
- City of San Mateo, CA
- City of Santa Monica, CA
- City of Vallejo, CA
- LA Metro – Los Angeles, CA
- VTA – Santa Clara, CA
- City & County of Denver, CO
- City of Daytona Beach, FL
- City of Jacksonville Beach, FL
- City of Saint Petersburg, FL
- City of Tampa, FL
- Broward County, FL
- Miami Parking Authority – Miami, FL
- Port Everglades – Fort Lauderdale, FL
- City of Atlanta, GA
- City of Decatur, GA
- Chicago Park District – Chicago, IL
- Chicago Transit Authority – Chicago, IL
- City of Gretna, LA
- City of New Orleans, LA
- City of Annapolis, MD
- Howard County, MD
- Parking Authority of Baltimore City, MD
- City of Attleboro, MA
- City of Chelsea, MA
- City of Rochester, MN
- City of Jackson, MS
- City of Great Falls, MT
- NJ Transit Authority, NJ
- City of Charlotte, NC
- City of Beaverton, OR
- City of Portland, OR
- City of Harrisburg, PA
- City of Beaufort, SC
- City of Nashville, TN
- City of Dallas, TX
- City of Fort Worth, TX
- City of Richmond, VA
- City of Roanoke, VA
- City of Charlottesville, VA
- City of Seattle, WA
- Strathcona County, Alberta, Canada
- Toronto Waterfront Revitalization Corporation, Toronto, Canada

SP+ has well over thirty years providing contract parking enforcement in dozens of cities across North America. **SP+** currently operates municipal parking enforcement programs in cities across the country such as:

- City of Daytona Beach, Florida
- City of Atlanta, Georgia
- City of Gretna, Louisiana
- City of Annapolis, Maryland
- City of Great Falls, Montana
- City of Harrisburg, Pennsylvania
- City of Beaufort, South Carolina
- City of Richmond, Virginia
- City of Antioch, California
- City of Los Angeles, California
- City of San Mateo, California
- City of Fullerton, California
- City of Glendale, California
- City of Vallejo, California
- Los Angeles Metropolitan Transportation Authority (METRO)

Experience Managing Two Municipal Contracts with a Minimum of 500 Spaces

Please see Tab C for our proven experience managing two municipal contracts with a minimum of 500 spaces and enforcement services.

A Partnership Approach

We seek to be more than a parking management services provider, we want to be your partner. We believe our experience and expertise set us apart from all other operators as our mission is to not be seen as traditional "Operators" but that of Innovators and a key resource for the ongoing management of your mobility plans. Our team works to keep our clients informed of best practices, new innovations, and problem solving happening around the country. Public parking programs are becoming more and more sophisticated, which is why it is important for us to share solutions that may be a fit for the municipality. As parking management plays a role in broader municipal transportation initiatives, our team of municipal experts are available to provide insight on traffic and curb space management in a way that will provide value above and beyond the daily management of the parking program. A partnership with Metropolis guarantees transparency, accountability, and commitment to serve.

We are confident our team will strike the appropriate balance between public service and system performance. We take a collaborative, dynamic approach to serving our clients where the pursuit of excellence is always our priority. Our proven perspective to managing mobility asset operations is based on stakeholder's desired outcomes. Our approach facilitates the process by working to develop consensus and manageable goals. A collaborative mobility provider partnership will result in a unique parking program that successfully serves the municipality as well as the community.

Whiteboard Sessions with Municipal Experts

If chosen to be your partner, we would like to introduce our industry leading whiteboard sessions. Over the last few years we have introduced our municipal subject matter experts to the Curbside & Parking teams into collaborative whiteboard sessions. For example; in Denver CO, in our two-day whiteboard session we spent one full day evaluating current processes and building upon those for success, and a second day meeting with each of the major resident theater companies. That time was spent informing each group on the "why and how" we were implementing new strategies. Each group also had the opportunity to voice their questions and concerns regarding the parking garage which ensured everyone that parking wasn't being operated in a bubble but rather it was a collaborative operation.

Our second whiteboard session also included the Curbside & Parking team, the local Metropolis team, and 3 of our municipal subject matter experts. Over the course of one day we covered topics such as communication with stakeholders, improvements on ingress/egress of the DPAC garage, technology update, and safety. We also conducted a SWOT analysis to gain perspective on our *Strengths - Weaknesses - Opportunities and Threats*. We then concluded with a lengthy list of action items which was followed through by our local teams and reported back to the City.

Given its previous success, we were chosen again in 2021 to continue our partnership with the City of Denver. Our White Board Sessions were looked back upon as a differentiator for the City and its Stakeholders. Sessions are held annually.

Municipal Guided Operations Program

As you are aware, the pace of parking technology is moving fast. At the same time our customers are growing much more sophisticated on the mobility and accessibility requirements they are expecting from a municipality's public parking program. Based on the stakeholder projects you have on the horizon, the City of Fernandina Beach will have direct access to our team of municipal experts as part of our Guided Operations Program. Consider it an extra set of hands to assist with project management or a collaborative resource on your leadership team. We draw upon our years of successful municipal parking operations management and our broad connectivity to parking programs across the nation to share cutting edge solutions and current best practices.

The following is a list of areas where the Municipal Team can focus to review, recommend, or assist in establishing and implementing initiatives:

- Program space and hardware inventory assessment
- Baseline SWAT analysis
- Organization structure review
- Staffing approach (administrative, collections, and enforcement)
- Enforcement routing
- Right fit technology recommendation
- API integration management
- Multi app approach
- Program change implementation (converting to pay by plate, Text to Park, asset reduction)
- Stakeholder engagement
- CapEx and budget planning assistance
- E-permitting (residential and commercial)
- Standard Operating Procedure development
- Parking Operations Review development (auditing)
- Standardization of forms and record keeping
- Data consolidation and management practices
- Bi-Annual Technology Meetings

Northern Florida Market Support

We have been in the Northern Florida Market for over 45 years and are rapidly growing with each year. We operate many diverse parking operations including the Jacksonville International Airport valet and self-parking, class A office building parking, hotel parking, special event parking, and surface lot operations.

Several of our locations operate within a portfolio of properties and others are stand-alone. We work with a mix of ownership and property management clients ranging from national real estate companies to local owners.

Metropolis manages 10+ locations in the Northern Florida Market, including the Jacksonville Airport valet and self-park operation.

Significant accomplishments

- **City of Jacksonville Beach -** 7 years ago we were able to add technology to the JB parking operation resulting in a 60% increase in parking revenue.
- **Technology integrations** implemented LPR technology at the Bank of America Tower and converted to 100% credit card payment
- **Longevity of our senior management staff:** many individuals have been in the industry for 25+ years

Marketing Experience

We have proven experience marketing and branding public parking programs and facilitating successful stakeholder engagement programs. In addition, we have extensive experience implementing and managing various types of parking access and revenue control systems, including hardware, software, and proprietary technology applications for multiple municipal and institutional agencies and private sector clients.

SP+, A METROPOLIS COMPANY IN FLORIDA

SP+ has been collaborating with Cities, Airports, and other municipalities in the Florida market for 30 plus years. Our operations with the City of St Petersburg have just been renewed for another 5 years, extending a contract that goes back to 1992. Although this is all off-street parking, it highlights our consistent efforts to problem solve and provide a customer experience that allows us to keep winning the next RFP.

Our Central/North Florida team, the same team that will be operating Fernandina Beach, operates municipal contracts with the City of Tampa, St Petersburg, Orlando, Daytona Beach and Jacksonville Beach. Of these contracts, the most similar operation to Fernandina Beach is Daytona Beach and Jacksonville Beach.

- City of Daytona Beach: SP+ provides a turnkey parking management contract to provide all of the on-street and off-street parking assets for the City. We maintain the equipment, provide enforcement, collect and deposit revenue, provide reports, staff special events, monthly reconciliation and reporting, and everything else needed to make the parking operation function.

- City of Jacksonville Beach: SP+ provides a turnkey parking operation that allows the City to collect for designated on-street and off-street parking locations in the City. Seven years ago we implemented new technology that allowed us to increase the City parking revenue from $366,348 to $724,422, a 98% increase in Year to year revenue. We utilized the same spaces that the previous operator had managed, we just did it better. Part of this transition included implementing a resident parking program, where the local residents can use the spaces without a fee. Similar to the program we are recommending for Fernandina Beach, your local tax payers enjoy access to the spaces by registering their vehicle in the program.

We still have a long list of national, and other regional municipal clients where we can tap into subject matter experts to problem solve issues and bring best practices to Fernandina Beach.

Proven Company Experience with Citation Systems

SP+ team members across the Country issue citations, operate booting and towing programs as well as accept office and mail collections and remittances. We also, in some operations, are the first level adjudicators for citations which are appealed.

Our approach starts with the fundamental question of whether a parking control officer can serve in an ambassadorial role. ***We believe the short answer is an emphatic yes!*** But to replace a punitive approach with an ambassadorial "commutative" approach requires hiring people with the right background, customer orientation and communications skills and training them to do much more than simply write parking tickets. Operations in which we provide these services have always centered around voluntary compliance. Our goal is to curb a particular behavior and

parking citations are only one way to achieve that end. If our team is proactive in facilitating voluntary compliance, the patrons parking system will be more satisfied and the operational costs associated with issuing, adjudicating and collecting parking violations can be largely avoided.

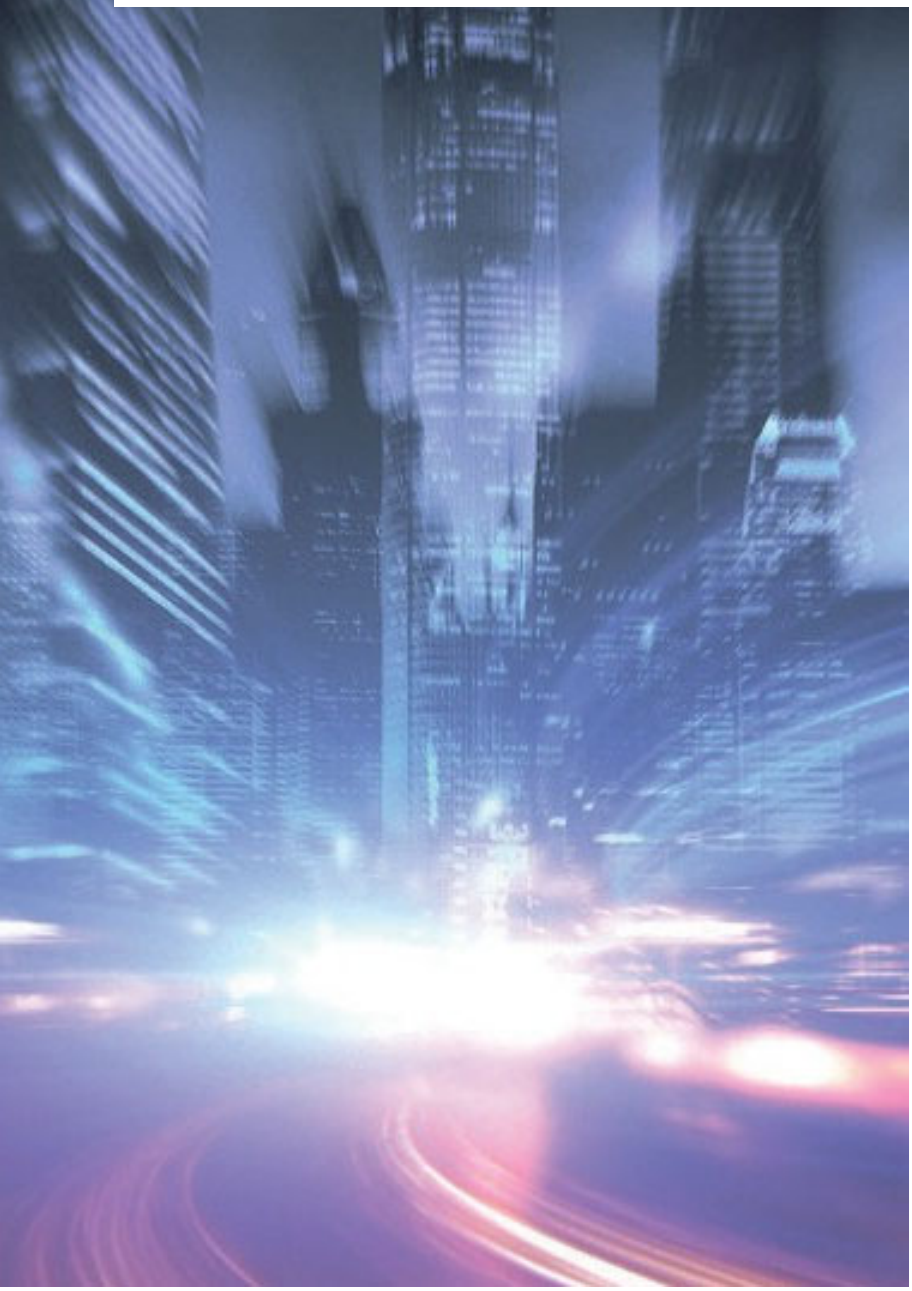
Financial Statements

Our 2023 SP+ financial statements are publicly available online at:

https://www.sec.gov/edgar/browse/?CIK=1059262

After the acquisition by Metropolis in 2024 SP+ became a privately held corporation.

B. Performance Delivery Plan



a metropolis company

B. PERFORMANCE DELIVERY PLAN

General Services

SP+ is fortunate to work with a number of municipalities across the State of Florida, and the challenges in Fernandina Beach are similar to the challenges in other FL communities. Small, quaint downtowns and beach communities, like Fernandina Beach, are experiencing increased visitor volumes that are great for local businesses, but also create a strain on the local municipal resources and infrastructure to support the visitors. The hurricane do not help either.

The visitors who visit (use) downtown will pay for parking and residents will be given an opportunity to pay for an annual permit at a severely reduced cost.

Resident Parking Program: The 38,000+ residents on Amelia Island will be given an opportunity to pay $100/year for an annual registration of their vehicle(s). SP+ will set-up a link where residents can provide the appropriate resident confirmation documents, register their vehicle license plate and pay the $100 fee. This will provide them unencumbered access to the paid parking spaces in the City of Fernandina Beach, without having to do anything. Note, this same program could be carried out to the beach parking areas if the City decides to expand the program. A 5% processing fee is passed along to the consumer for each permit purchased.

Rates: $1 per hour with a $10 max, $5 flat rate on the marina surface lots. A service fee is added to each transaction.

Hours of Operation: 10am to 8pm, 7 days a week

On-Street Visitor/Transient Parking: We are proposing to reduce the implementation and operating cost for the City and the operator by implementing a digital payment program. The paid parking areas of the City will be signed with the appropriate scan to pay signs advising the user to scan the QR code to pay for their parking. After registering once - with their email, phone #, license plate, and credit card for payment - the user will only need to click on their length of stay and when they leave the system will charge the credit card on file.

Marina Lots (2): To reduce staffing/operating cost, SP+ is proposing to implement our Vision technology on the two lots, at our cost. After registering once, the vehicle owner will be able to drive in and out of the lot and the AI enabled cameras will capture the rear end of the vehicle (license plate and more) on entry and exit, and charge the user credit card on file based on the amount of time they were parked on the lot. No enforcement staff needed. If a vehicle drives in and out of the parking lot, and does not pay for parking the system will generate an invoice that is mailed to the address of the vehicle owner.

Staffing: Our proposed budget includes a salaried manager at $60,000 per year and 4 hours of enforcement every day at a projected hourly cost of $18/hr. The hours of enforcement will vary day to day, week to week, so we are enforcing the parking across the hours and days of operation. To assist with expediting the enforcement, we have budgeted to purchase a golf cart, at our cost, for use by the enforcement personnel. Since we are proposing this as a management contract,

with reimbursable approved expense we can flex staffing based on the request of the City. If we find that traffic levels on a Tuesday are such that we need to implement more than 4 hours of enforcement the local manager will collaborate with the City contact to provide a cost for this and implement as directed.

Implementation: Once a contract is executed, we can have technology deployed in 30 days, but would prefer a 60-day timeframe to collaborate with local stakeholders, train SP+ staff, familiarize City staff, roll out annual resident program, and generally educate the community on how the program will work. During this time our leadership and municipal subject matter experts are available to City staff for collaboration, City calls, and attend Commission meetings.

Enforcement Services

Parking enforcement is a crucial service provided in any downtown area and must be performed in a consistent professional manner with customer service at the very core of the operations. Not only do we train our parking enforcement personnel with the best certified instructors in the country, our team is led by individuals that have actually served in the role of a parking enforcement officer in other municipalities. This hands-on knowledge alone sets us apart from other operators.

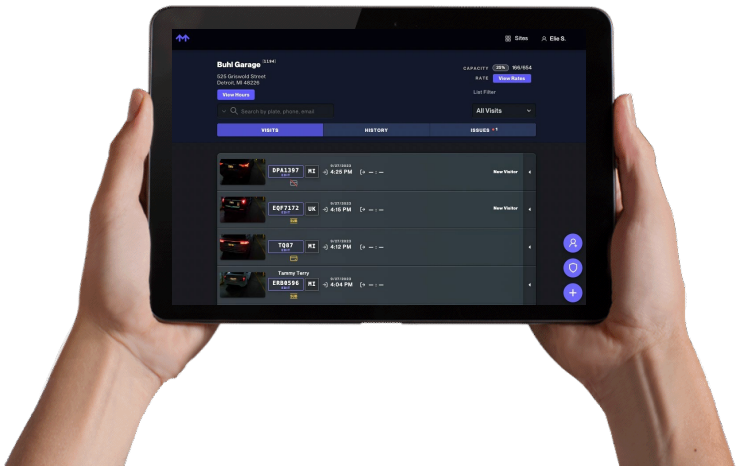
We will ensure that all enforcement officers are properly trained with a specific understanding of City of Fernandina Beach municipal codes and state statutes. Emphasis will be placed on maintaining a professional image through personal appearance, courtesy and positive public relations.

In Fernandina Beach, the enforcement officer will utilize the golf cart to traverse the streets and scan the license plate of each vehicle with handheld iphone or ipad. The enforcement officer, at the direction of the City and SP+ Management has the option to leave violation on a vehicle or just provide a warning, or leave behind notice, which advises the vehicle owner that payment has not been made. Our approach to enforcement is to get compliance (paid users) not necessarily punitive, issuing citations. We can be as strict or lenient as the City desires, as long as we are consistent.

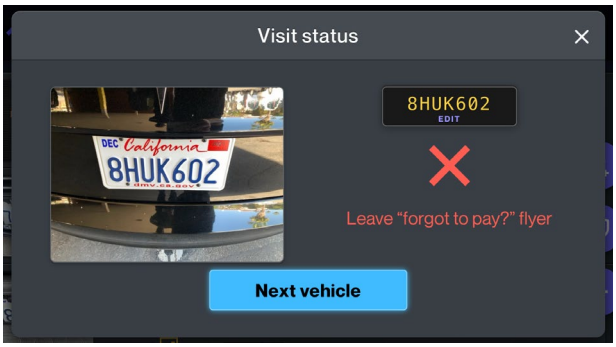
Every license plate is captured when entering and exiting the lots

Management personnel have access and continuously monitor a mobile version of the Metropolis Specialist app. This includes a real-time history of every vehicle that enters and exits each of the Marina lots, the duration of the visit, and the payment amount (if applicable). Our team can correct any current or past visits on site, remotely control parking sessions, intelligently resolve any calls, and have direct access to Metropolis' central control center to resolve any site-related issues immediately. We experience no delays or fees with third-party services.

Access can be limited to specific access groups within designated garages. Credential sharing or violation of permits are proactively prevented within the technology suite. All activities are monitored and stored for one year, thereby improving the security of the operation.



Uncover Bandits



Bandit accounts are determined based on a total count of unpaid visits at a specific site or across all Metropolis locations. After 3 unpaid visits, a bandit account will be identified and either ticketed or towed where applicable. For first time unpaid visitors, a visitor will be left a flyer or leave behind notice informing them how to pay.

For any location that will not be equipped with computer-vision, Metropolis will enforce the area with our in-house specialist platform. The specialist platform allows for the enforcement officer/mobility specialist to scan the license plate of a vehicle in a non-computer-vision location and in real time the platform will notify the officer/specialist if the vehicle is a violator through nonpayment.

Should the vehicle in a non-computer-vision location be in violation, the officer/specialist will then issue parking citation for the violation and place on the windshield of the vehicle. The aforementioned computer-vision customer service/escalations items will still apply to non-computer-vision locations as policies must be consistent to be effective.

Within the first 30 days of the awarding of the contract, Metropolis will partner to review enforcement policies and establish new policies as needed. Through our enforcement experience, we know that we can add immediate value to the enforcement program and ensure consistency across the board for the City.

Collection of Monies and Accounting

SP+ will collect and account for all funds collected thru the paid parking program and provide reporting to the City of Fernandina Beach for those funds. Daily collections, resident payments, enforcement revenue and any other unknown future revenue streams will all be accounted for thru a location Profit and Loss statement. Back up documents supporting the revenue, and expenses will be provided on a monthly basis and can be requested sooner.

Revenue can be posted daily, as requested by the City, to the City bank account with back up to support the deposit.

For most management agreements we reduce the monthly expenses from the monthly revenue remittance and doing a daily deposit of revenues would prevent that from happening. If given the opportunity to interview with the committee, we would request to discuss a monthly advance on expenses so we are not operating in arrears.

Revenue Controls & Auditing

Secure Finances & Transparent Data

- **Daily Revenue Protection:** We rigorously track every transaction with multiple checks to safeguard your funds and prevent fraud.
- **Streamlined Payments:** Automated credit card processing ensures funds reach your account accurately, reducing your admin workload.
- **On-Demand Financials:** Access reliable, detailed financial data anytime via our secure online portal for full transparency.

Rigorous Audits for Integrity

- **Multi-Level Oversight:** Regular internal and independent audits confirm operational correctness and protect your financial interests.
- **Guaranteed Objectivity:** Our independent compliance team reports directly to top executives (CFO/Audit Committee), ensuring unbiased assessments free from operational influence.

Audit Procedures

SP+ watches over client revenues and facilities more carefully than any other parking operator. Ensuring the integrity and objectivity of parking facility operations is critical to evaluating and improving the financial performance of client properties. SP+ accomplishes these objectives through multiple levels and types of audits, ranging from self-assessments by Facility Managers and independent operational assessments.

Self-Audit

SP+ Parking requires all staffed locations to be self-audited once per year by the Facility Managers. An online assessment is completed by the Facility Manager, reviewed by the senior manager and retained for reference in the company's database. A subsequent formal independent assessment by our Operational Compliance Group includes a review of sampling of locations within an Operations Center, and as part of that assessment the Facility Manager's self-assessment is checked for completeness and consistency with current operations.

Operational Compliance Programs

Unlike many parking management companies, SP+ maintains an independent Operational Compliance Department that reports directly to the company's Chief Financial Officer and the company's Audit Committee. This direct and independent reporting line ensures the integrity and objectivity of facility assessments by eliminating potential conflicts of interest inherent in assessments conducted within the operations departments themselves. All required internal audits are administered under the supervision of the Senior Vice President of Operations Support.

Our Operational Compliance Department staff conducts regular assessments of our facilities. They may be performed either on a scheduled basis, unannounced basis or at the specific request of senior management. These assessments cover a broad spectrum of operations including revenue controls, payroll procedures, accounts receivable, cash security, public and employee safety, customer service, and facility appearance.

Completing parking compliance assessments puts the department in touch with every aspect of the business and helps us to assure our clients that their parking facilities are properly managed. Our staff members are familiar with industry parking technology and its impact on revenue collection. The conversion of manual cashier systems to pay-on-foot, pay-at-exit, pay-at-entry equipment, and prepaid daily parking passes as well as the associated increase in credit, debit and frequent parker programs, must be carefully monitored to reflect the complex mix of payment options.

Each facility assessment, which produces recommendations to improve operations where necessary, is retained in a database for further analysis. The database provides an objective evaluation of manager performance and assists senior management in identifying areas that need improvement and additional training resources.

Assessments are not considered final until all recommendations have been implemented successfully on the action plans. Open action plans items are communicated with all levels of

management until the action items have been implemented and verified by the Operational Compliance staff.

Internal Audit Department

The Internal Audit Department is also responsible for the company's internal controls certification process required by the Sarbanes-Oxley Act. This work includes the documentation of all business processes, control design analysis, key control identification, and ongoing testing of controls for operating effectiveness. The Internal Audit Department works closely with the Operational Compliance Department to ensure the quality of their work.

Compliance Audit Management System (CAMS)

SP+'s Compliance Audit Management System (CAMS) is our comprehensive platform that tracks our Parking Compliance Assessments, Control Self-Assessment and Transportation Control Self-Assessment. CAMS provides a standardized approach for each type of assessment, improves the process through an efficient workflow, tracks the progress of assessment remediation and offers improved reporting for all stakeholders.

CAMS Compliance Audit Management System

The Compliance Audit Management System moves our formerly unrelated audits to a trackable web-based system that allows our management staff to make sure audits are performed in a timely manner and easily review the results, as well as notifies our local operations staff when control self-assessments need to be performed in an easy to use, web-based platform.

CAMS Features

- Reduce time taking audits with 24/7 web enabled access
- Track action plans with ease
- Superior reporting capabilities to analyze trends
- Ability to modify reports
- Automated mail alerts to manage accountability
- One system for all company audits

Alerts

CAMS Compliance Audit Management System has smart alerts to help manage audit and action plan reports from scheduling, editing, critical question risks, in-progress status, and completion. Alert notifications are sent via email to assigned employee and management personnel.

Financial Reports

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

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

Quality and Internal Controls

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

Monthly P&L Reviews

We have a monthly P&L review process that requires each client statement to be reviewed by a staff accountant and Senior Manager. A higher-level review also takes place with senior management that would reveal larger issues or irregularities.

Contract Compliance Audits

Contract compliance audits, performed annually by the Internal Audit Department, ensure that Staff Accountants are making the correct account entries, doing the necessary reconciliations and tying the statement back to the contract terms.

Control Self Assessments

Operations managers participate in our Control Self-Assessment (CSA) Program. Each quarter, management selects facilities that will participate in the CSA. Senior Managers are required to perform an extensive audit of the facility and enter their findings in a database. The results of the CSA are provided to senior management along with action plans to resolve any control deficiencies.

Sample Monthly Reports

Please see our sample reports on the following pages.

2020 Marvin Gardens
Statement of Revenue & Expense
May 2020

CURRENT MONTH Actual	CURRENT MONTH Budget	CURRENT MONTH Variance		YEAR-TO-DATE Actual	YEAR-TO-DATE Budget	YEAR-TO-DATE Variance	ANNUAL BUDGET Total
			REVENUES				
57,854.50	58,154.00	(499.50)	Monthly Parking	520,738.00	523,386.00	(2,648.00)	697,848.00
4,350.85	2,766.00	1,584.85	Transient Parking	34,605.50	24,894.00	9,711.50	33,192.00
7,896.00	6,531.00	1,365.00	Coupon Revenue	65,190.00	58,779.00	6,411.00	78,372.00
1,675.00	.00	1,675.00	Building Monthly Parking	9,370.00	.00	9,370.00	.00
910.00	.00	910.00	Vendor Monthly Parking	5,590.00	.00	5,590.00	.00
445.00	.00	445.00	Key Deposits	1,995.00	.00	1,995.00	.00
.00	.00	.00	Special Event	267.50	.00	267.50	.00
.00	.00	.00	Cash Over/Short	(.10)	.00	(.10)	.00
72,931.35	67,451.00	5,480.35	**Total Gross Revenue**	637,755.90	607,059.00	30,696.90	809,412.00
(6,314.17)	(6,132.00)	(182.17)	Sales Tax (Parking)	(57,226.80)	(55,187.00)	(2,039.80)	(73,583.00)
66,617.18	61,319.00	5,298.18	**Total Revenue**	580,529.10	551,872.00	28,657.10	735,829.00
			OPERATING EXPENSES				
4,732.68	4,010.00	(722.68)	Salaries & Wages	48,784.81	38,437.00	(10,347.81)	54,173.00
707.53	561.00	(146.53)	Payroll Taxes & Burden	7,293.29	5,378.00	(1,914.29)	7,724.00
644.88	494.00	(150.88)	Health, Welfare & Pension	6,524.17	4,446.00	(2,078.17)	5,928.00
606.73	485.00	(121.73)	Worker's Compensation	6,254.25	4,652.00	(1,602.25)	6,556.00
98.00	95.00	(3.00)	Uniforms & Laundry	931.00	855.00	(76.00)	1,140.00
25.35	36.00	10.65	Garage Supplies	482.79	324.00	(158.79)	432.00
.00	47.00	47.00	Printing & Ticket	1,181.14	423.00	(758.14)	564.00
.00	35.00	35.00	Office Supplies	1,344.13	315.00	(1,029.13)	420.00
300.00	450.00	150.00	Repairs & Maintenance	3,265.72	4,050.00	844.28	5,400.00
.00	15.00	15.00	Signs	143.99	135.00	(8.99)	180.00
1,250.00	1,375.00	125.00	Liability Insurance	11,250.00	12,375.00	1,125.00	16,500.00
145.44	23.00	(122.44)	Telephone	1,341.31	207.00	(1,134.31)	276.00
.00	55.00	55.00	License & Fees	4,510.64	4,820.00	309.36	5,050.00
1,675.00	.00	(1,675.00)	Building Parking	9,370.00	.00	(9,370.00)	.00
910.00	.00	(910.00)	Vendor Parking	5,590.00	.00	(5,590.00)	.00
.00	.00	.00	Advertising & Publicity	41.28	.00	(41.28)	.00
.00	7.00	7.00	Postage & Freight	.00	63.00	63.00	84.00
151.50	220.00	68.50	Data Processing Fees	4,001.75	1,980.00	(2,021.75)	2,640.00

2020 Marvin Gardens
Statement of Revenue & Expense
May 2020

CURRENT MONTH Actual	CURRENT MONTH Budget	CURRENT MONTH Variance		YEAR-TO-DATE Actual	YEAR-TO-DATE Budget	YEAR-TO-DATE Variance	ANNUAL BUDGET Total
15.00	18.00	3.00	Bank Charges	135.00	162.00	27.00	216.00
.00	.00	.00	Refunds	130.00	.00	(130.00)	.00
.00	10.00	10.00	Miscellaneous Expense	59.63	90.00	30.37	120.00
11,262.11	7,936.00	(3,326.11)	**Total Operating Expenses**	112,574.90	78,713.00	(33,861.90)	107,403.00
55,355.07	53,383.00	1,972.07	**Net Operating Income/(Loss)**	467,954.20	473,159.00	(5,204.80)	628,426.00
66.88	.00	(66.88)	Reimburement Tax	663.91	.00	(663.91)	.00
650.00	650.00	.00	Fixed Management Fee	5,850.00	5,850.00	.00	7,800.00
54,638.21	52,733.00	1,905.21	**Net Profit/(Loss)**	461,440.29	467,309.00	(5,868.71)	620,626.00
40,700.00			**Advance to Owner**	366,300.00			
$13,938.21			**Amount Due Owner**	$95,140.29			

Statement of Revenue & Expense

2020 Marvin Gardens
Daily Revenue Summary
May 2020

DT	Day	Daily	Monthly	Coupon	Total Rev	Tax	Net Rev	Avg.	Rev/Tkt	Issued	Coll	Var
01	MON					4,059.55	(4,059.55)					
02	TUE	192.00	8,537.50	600.00	9,329.50	97.45	9,232.05	4.00	48	163	162	1
03	WED	492.00	8,900.00		9,392.00	327.00	9,065.00	6.74	73	188	186	2
04	THU	228.00	3,475.00	150.00	3,853.00	39.81	3,813.19	4.85	49	165	164	1
05	FRI	120.00	7,780.00	390.00	8,290.00	94.31	8,195.69	4.00	30	130	126	4
06	SAT											
07	SUN											
WEEK 1		1,032.00	28,692.50	1,140.00	30,864.50	4,618.12	26,246.38	5.16	200	646	638	8
RUN_TOTAL		1,032.00	28,692.50	1,140.00	30,864.50	4,618.12	26,246.38	5.16	200	646	638	8
08	MON	171.00	8,530.00	1,892.00	8,593.00	270.36	8,122.74	3.11	55	169	162	7
09	TUE	327.00	6,500.00	150.00	6,977.00	118.36	6,858.64	5.64	58	145	140	5
10	WED	261.00	900.00	600.00	1,761.00	78.27	1,682.73	4.42	59	169	164	5
11	THU	339.00	5,060.00		5,399.00	31.09	5,367.91	6.28	54	142	138	4
12	FRI	130.50	970.00	690.00	1,790.50	74.59	1,715.91	3.95	33	146	143	3
13	SAT											
14	SUN											
WEEK 2		1,228.50	19,960.00	3,132.00	24,320.50	572.57	23,747.93	4.74	259	771	747	24
RUN_TOTAL		2,260.50	48,652.50	4,272.00	55,185.00	5,190.69	49,994.31	4.92	459	1417	1385	32
15	MON	118.50	55.00		173.50	23.04	150.46	3.04	39	136	135	1
16	TUE	144.85	215.00	1,650.00	2,009.85	163.17	1,846.68	3.15	46	138	132	6
17	WED	328.50	3,160.00	690.00	4,178.50	156.23	4,022.27	5.97	55	169	167	2
18	THU	105.00	2,755.00		2,860.00	8.55	2,851.45	2.76	38	132	131	1
19	FRI	244.50	85.00		329.50	22.23	307.27	5.43	45	144	144	
20	SAT											
21	SUN											
WEEK 3		941.35	6,270.00	2,340.00	9,551.35	374.22	9,177.13	4.22	223	719	709	10
RUN_TOTAL		3,201.85	54,922.50	6,612.00	64,736.35	5,564.91	59,171.44	4.69	682	2136	2094	42
22	MON	223.50	100.00	450.00	773.50	68.41	704.59	4.58	49	163	162	1
23	TUE	111.00	145.00		256.00	14.18	241.82	3.17	35	131	128	3
24	WED	112.50	1,907.00	234.00	2,253.50	60.95	2,192.55	3.75	30	114	113	1
25	THU	136.50	720.00	300.00	1,156.50	39.68	1,116.82	5.25	26	120	119	1
26	FRI	202.50		300.00	502.50	45.68	456.82	3.97	51	149	145	4
27	SAT											
28	SUN											
WEEK 4		786.00	2,872.00	1,284.00	4,942.00	219.90	4,722.10	4.12	191	677	667	10
RUN_TOTAL		3,987.85	57,794.50	7,896.00	69,678.35	5,784.81	63,893.54	4.57	873	2813	2761	52
29	MON	162.00	2,565.00		2,727.00	14.73	2,712.27	3.38	48	168	167	1
30	TUE	201.00	325.00		526.00	18.27	507.73	4.19	48	158	156	2
WEEK 5		363.00	2,890.00		3,253.00	33.00	3,220.00	3.78	96	326	323	3
RUN_TOTAL		4,350.85	60,684.50	7,896.00	72,931.35	5,817.81	67,113.54	4.49	969	3139	3084	55
ADJUSTMENT						731.36	(731.36)					
ADJUSTED TOTAL		4,350.85	60,684.50	7,896.00	72,931.35	6,549.17	66,382.18	4.49	969	3139	3084	55
BUDGET												
VARIANCE		4,350.85	60,684.50	7,896.00	72,931.35	6,549.17	66,382.18	4.49	969	3139	3084	55

Daily Revenue Summary

2020 Marvin Gardens
General Journal
May 2020

Vendor/Reference	Invoice/Comments/Description	Amount
Monthly Parking		
ACHAN	BUILDING MONTHLY PARKING 05/14	1,675.00-
ACHAN	VENDOR MONTHLY PARKING 05/14	910.00-
REV	DAILY REVENUE COLLECTIONS	60,239.50
	Total:	$57,654.50
Transient Parking		
REV	DAILY REVENUE COLLECTIONS	4,350.85
	Total:	$4,350.85
Coupon Revenue		
REV	DAILY REVENUE COLLECTIONS	7,896.00
	Total:	$7,896.00
Building Monthly Parking		
ACHAN	BUILDING MONTHLY PARKING 05/14	1,675.00
	Total:	$1,675.00
Vendor Monthly Parking		
ACHAN	VENDOR MONTHLY PARKING 05/14	910.00
	Total:	$910.00
Key Deposits		
REV	DAILY REVENUE COLLECTIONS	445.00
	Total:	$445.00
Sales Tax (Parking)		
ACHAN	ADJUST SALES TAX FOR 05/14	235.00
REV	DAILY REVENUE COLLECTIONS	6,549.17-
	Total:	$6,314.17-
Salaries & Wages		
PY2014	PAYROLL LABOR DISTRIBUTION POR	2,273.40
PY2014	PAYROLL LABOR DISTRIBUTION POR	636.92
PY2014	PAYROLL LABOR DISTRIBUTION POR	205.36
PY2014	PAYROLL LABOR DISTRIBUTION POR	159.00
PY2014	PAYROLL LABOR DISTRIBUTION POR	1,428.00
	Total:	$4,732.68

General Journal

2020 Marvin Gardens
General Journal
May 2020

Vendor/Reference	Invoice/Comments/Description	Amount
Payroll Taxes & Burden		
CMCUSTCALC	PAYROLL TAXES & BURDEN @ 14.95	707.53
	Total:	$707.53
Health, Welfare & Pension		
PY2014	PAYROLL EMPLOYER LIABILITY POR	644.88
	Total:	$644.88
Worker's Compensation		
PY2014	PAYROLL WORKERS COMP % 12.82	606.73
	Total:	$606.73
Uniforms & Laundry		
LMCUSTCHGB	Uniform Charges	98.00
	Total:	$98.00
Garage Supplies		
ARROWHEAD MOUNTAIN SPRING WTR	03H0016584062	25.35
	Total:	$25.35
Repairs & Maintenance		
PARKVIEW SERVICES INC	2143	300.00
	Total:	$300.00
Liability Insurance		
LMCUSTCHGB	FIXED AT $1250	1,250.00
	Total:	$1,250.00
Telephone		
AT&T	G375916	19.96
SBC	8188954314	125.48
	Total:	$145.44
Building Parking		
ACHAN	BUILDING PARKING 05/14	1,675.00
	Total:	$1,675.00
Vendor Parking		
ACHAN	VENDOR PARKING 05/14	910.00
	Total:	$910.00

General Journal (continued)

2020 Marvin Gardens
General Journal
May 2020

Vendor/Reference	Invoice/Comments/Description	Amount
Data Processing Fees		
LMCUSTCHGB	P/R CHECK PROC FEE @ $1.75/CHK	10.50
LMCUSTCHGB	A/R Chargebacks	141.00
	Total:	$151.50
Bank Charges		
CMCUSTCALC	BANK CHARGES	15.00
	Total:	$15.00
Reimburement Tax		
CMCUSTCALC	CENTURY LICENSE TAX REIMB - LA	47.01
CMCUSTCALC	CENTURY LICENSE TAX REIMB - LA	4.54
CMCUSTCALC	CENTURY LICENSE TAX REIMB - LA	.03
CMCUSTCALC	CENTURY LICENSE TAX REIMB - LA	15.28
	Total:	$66.86
Fixed Management Fee		
CMCUSTCALC	CMS RENT/FEE CALCULATION	650.00
	Total:	$650.00

General Journal (continued)

2020 Marvin Gardens
Variance Report
May 2020

	CURRENT MONTH Actual	Budget	Variance	YTD Variance	Explanation
REVENUES					
Monthly Parking	57,654.50	58,154.00	(499.50)	(2,648.00)	
Transient Parking	4,350.85	2,766.00	1,584.85	9,711.50	
Coupon Revenue	7,896.00	6,531.00	1,365.00	6,411.00	Reflects 4/24 adjustment.
Building Monthly Parking	1,675.00	.00	1,675.00	9,370.00	
Vendor Monthly Parking	910.00	.00	910.00	5,590.00	
Key Deposits	445.00	.00	445.00	1,995.00	
Special Event	.00	.00	.00	267.50	
Cash Over/Short	.00	.00	.00	(.10)	
Sales Tax (Parking)	(8,314.17)	(6,132.00)	(182.17)	(2,039.80)	
OPERATING EXPENSES					
Salaries & Wages	4,732.68	4,010.00	(722.68)	(10,347.81)	
Payroll Taxes & Burden	707.53	561.00	(146.53)	(1,914.29)	
Health, Welfare & Pension	644.88	494.00	(150.88)	(2,078.17)	
Worker's Compensation	606.73	485.00	(121.73)	(1,602.25)	
Uniforms & Laundry	98.00	95.00	(3.00)	(76.00)	
Garage Supplies	25.35	36.00	10.65	(155.79)	
Printing & Ticket	.00	47.00	47.00	(758.14)	
Office Supplies	.00	35.00	35.00	(1,029.13)	
Repairs & Maintenance	300.00	450.00	150.00	844.28	
Signs	.00	15.00	15.00	(8.99)	
Liability Insurance	1,250.00	1,375.00	125.00	1,125.00	
Telephone	145.44	23.00	(122.44)	(1,134.31)	
License & Fees	.00	55.00	55.00	309.36	
Building Parking	1,675.00	.00	(1,675.00)	(9,370.00)	
Vendor Parking	910.00	.00	(910.00)	(5,590.00)	
Advertising & Publicity	.00	.00	.00	(41.28)	
Postage & Freight	.00	7.00	7.00	63.00	
Data Processing Fees	151.50	220.00	68.50	(2,021.75)	
Bank Charges	15.00	18.00	3.00	27.00	
Refunds	.00	.00	.00	(130.00)	
Miscellaneous Expense	.00	10.00	10.00	30.37	

Variance Report

2020 Marvin Gardens
Labor Analysis
May 2014

Check Date	Emp Nbr	Employee Name	Home Location	Regular Hours	Overtime Hours	Holiday Hours	Vacation Hours	Other Hours	Regular Earnings	Overtime Earnings	Holiday Earnings	Vacation Earnings	Other Earnings	Total Earnings
05/05/2014	126785	DONIS,OTTO R		80.00	.00	.00	.00	.00	636.80	.00	.00	.00	.00	636.80
	126850	WALIZADAH,MARIAM		54.00	15.00	.00	.00	7.50	756.00	315.00	.00	.00	105.00	NaN
	168406	SALGADO,MATILDA		78.50	.00	.00	.00	.00	565.99	.00	.00	.00	.00	565.99
		Check Date 5/05/2014		212.50	15.00	.00	.00	7.50	NaN	315.00	.00	.00	105.00	NaN
5/19/2014	126785	DONIS,OTTO R		72.00	.50	8.00	.00	.00	573.12	5.97	63.68	.00	.00	642.77
	126850	WALIZADAH,MARIAM		48.00	13.50	6.00	.00	6.00	672.00	283.50	84.00	.00	84.00	NaN
	168406	SALGADO,MATILDA		69.00	3.00	8.00	.00	.00	497.49	32.45	57.68	.00	.00	587.62
		Check Date 5/19/2014		189.00	17.00	22.00	.00	6.00	NaN	321.92	205.36	.00	84.00	NaN
		Location 74204 Totals		401.50	32.00	22.00	.00	13.50	NaN	636.92	205.36	.00	189.00	NaN

Labor Analysis

Personnel Administration

Staffing systems that determine qualifications, training, appearance, and schedules

Employee Training

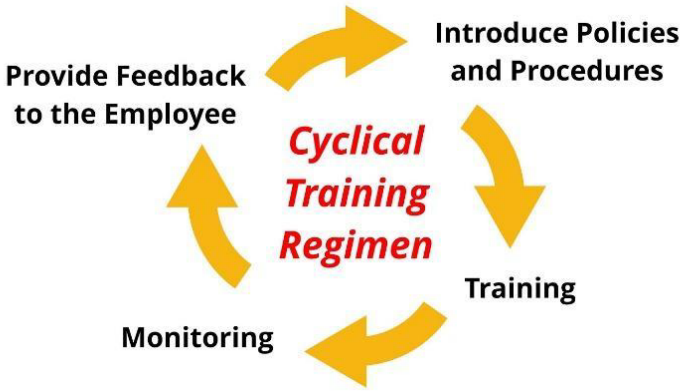
Our reputation for excellence in on-site management is built on a comprehensive, award-winning training strategy. The process identifies and develops the skills and behaviors required to enable all of our employees to perform up to our stringent expectations.

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

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

Our employees go through a rigorous initial training process with peer mentors, field training and competency tests. The majority of our interactions with the public are to assist them with directions, connect them to local services and to help them understand how to use systems to meet their access and mobility needs. It boils down to a mentality and philosophy that's instilled in our team members. We serve the city's parking patrons and ensure parking resources are efficiently and effectively utilized.

SP+'s cyclical training and enforcement methodology encompasses a threefold approach based on ensuring safety, policy implementation and relying on tested standard operating procedures that results in accuracy and consistency.



Extensive Curriculum to Achieve Goals & Inspire Great Work

SP+ Learning and Development offers on-demand learning through SP+ LearningHub and professional development facilitated by Regional Training Managers. Learning at SP+ challenges and teaches our employees how to run successful operations that are both profitable and focused on delivering service excellence. Employees benefit from knowledge and best practices from industry experts who work with a wide range of clients and business models.

From day one, we welcome new employees with onboarding at their new location and becoming acquainted with peers and managers, as well as the culture and business of SP+. Every employee receives a personalized curriculum based upon role and location. Our goal is to craft an engaging learning experience that provides all employees with foundations required to meet SP+ and client goals. The SP+ Spot On Service Excellence and VISIT Behaviors and On-the-Job Training inform all SP+ employees and leaders of the high expectations for creating a safe and flawless guest experience.

Enforcement Services and Methodologies

No two cities have the same municipal code with respect to parking enforcement nor do they interpret their city codes in the same exact manner. The importance of accuracy in parking enforcement cannot be overstated. The physical act and verification of ticket issuance is a core principle of our training regimen. Nothing is more damaging to an operation than writing bad tickets. Issuance protocol must be rigid—specifically the steps of verification, data entry and documentation accompaniment. SP+ employs a counter step methodology, developed by our municipal division, to ensure plate accuracy (where applicable). Although it can slightly elongate the issuance cycle, it is still preferred in the interest of employee safety, as well as lower amendment and error rates. The goal is always for a less than 1% void rate for Ambassador error.

The methodology calls for:

1. Plate entry while standing outside of traffic lanes
2. Picture verification of infraction
3. Ticket printing while in view of the front or rear plate. Visual verification of plate to ticket
4. Ticket placement on windshield

It is important to note that this process allows the officer to keep their eyes on traffic as they approach the driver's side and not be focused on the ticket detail.

Citation issued by shift will be managed predominantly from the back office suit. Officer issuance reports will be reviewed for every PER by management on a daily. All productivity gaps will be investigated through the GPS breadcrumbing application, as well as the mandatory Daily Activity Report encompassed in the SP+ Forms application.

The percent of shift time spent in field enforcing is a measurable attribute with GPS breadcrumbing and SP+ Forms. The breadcrumbing allows management to track PER location for the duration of their shift. The introduction of the digital SP+ FORMS reporting requires PERs

to log inactivity, with additional notes for reference in time gap investigation. Fully understanding the workflow and activities of the officers, as well as consistent coaching and follow-up is paramount in enforcement operations.

Parking Enforcement Personnel Standards of Conduct

As you know parking enforcement is likely the most highly politicized aspect of any municipal parking operation. This is largely a result of how "enforcement" duties are perceived by the public and in some cases carried out by personnel. We, at **SP+**, train our staff to take a Customer-Centric approach to customer service and ultimately parking enforcement. By taking this approach, our staff concentrates its efforts on understanding their role and responsibilities to the public, being informed on where and how to pay to park and finally, how to interact with the public in a positive way.

Parking enforcement is a crucial service provided in any downtown area and must be performed in a consistent professional manner with customer service at the very core of the operations. Not only do we train our parking enforcement personnel with the best certified instructors in the country, our team is led by individuals that have actually served in the role of a parking enforcement officer in other municipalities. This hands-on knowledge alone sets us apart from other operators.

SP+ will ensure that all of our enforcement officers will continue being properly trained and certified with specific understanding of Fernandina municipal codes and state statutes. Emphasis are being placed on maintaining a professional image through personal appearance, courtesy and positive public relations.

Parking enforcement activities are performed:

- Fair and consistent as dictated by the City of Fernandina, city code and state statutes.
- Assist downtown customers with directions and other information.
- SP+ stresses that Ambassadors ARE NOT police officers, do not carry firearms and have no arrest authority.
- Enforcement staff patrol and monitor all parking enforcement areas either by walking or use of vehicle. Zones are enforced on a regular basis at least every two hours or less for shorter time periods.
- Hand held unit (HHU) computerized ticket writing devices are being used and manual tickets as an alternative if equipment fails.
- Time zones are being checked for overtime parking using the HHU and other manual means. POM meters are also being checked as well as time zones
- Should ordinances allow, vehicles with outstanding tickets shall be immobilized when instructed so as not to damage a vehicle.
- Appear and testify in court to defend any tickets issued should someone appeal.
- All Parking Enforcement Officers (PEOs) are equipped with a two-way radio or cell phone
- All PEOs are equipped with a handheld computer for ticket

Supervisors and Field Personnel

SP+ agrees that Supervisors and Field Personnel will always maintain phone and/or radio contact to ensure appropriate oversight of parking enforcement activities.

Uniforms

SP+ agrees that the uniform will display approved insignia that clearly identifies the wearer as being responsible for enforcing parking violations, managing parking facilities or servicing paid parking spaces.

All SP+ hourly field personnel must be in company and/or City supplied uniforms at all time while on duty. The uniform outfits we have chosen is consistent with other municipal locations in we manage to ensure our staff is comfortable during all four seasons. One thing to note is that we try to design a uniform that is visible and approachable for visitors to downtown. We feel this helps set the proper tone with the patrons that our staff is friendly and welcoming.

Appearance is also key to a non-confrontational enforcement posture. Enforcement personnel should not be viewed as paramilitary in any way. **SP+** ambassadors do not hold any semblance of a rank or wear collar bars and pins. Our safety approach is a holistic methodology that encompasses and incorporates more than just verbal interactions. The smallest cues, like uniforms and branding, are sometimes the most effective means of non-confrontational non-verbal communication. Philosophies such as these demonstrate the attention to detail and overarching principles that guide our programs.

We require all our employees to be neatly uniformed and well-groomed. Experience has demonstrated that proper attire and grooming serve to enhance employee performance. It is also imperative that parking ambassador team members are uniquely identifiable and recognized as City representatives, yet distinguishable from other City departments. **SP+** will provide all employees with photographic name tags to clearly identify them as parking operation team members.

SP+ has developed a standard uniform that is used in enforcement operations that focuses on an ambassador profile rather than a law enforcement look. However, we prefer to work with our municipal clients to create uniforms that are specifically designed and tailored to be consistent with the City's distinctive logo, colors, and design schemes. Below are a few examples of custom program uniforms we have provided in the past.

ATLPlus www.ATLPlusMobility.com PALS DECATUR PARKING PARK BEAUFORT

Trained, Competent and Qualified Personnel

SP+ agrees to employ persons who are fully trained, competent, and qualified with the skills and experience necessary to provide the services during the term of this Agreement. SP+ agrees to be responsible for hiring, training, supervising, and compensating its staff members.

Public Complaints

SP+ will respond to any public complaint within twenty-four hours after receipt of the complaint. In the event a report is received alleging an employee of SP+ was discourteous, belligerent, profane, or in any way intimidating, either physically or verbally, SP+ will submit a written report to the City within seven days of the date of the report, outlining the complete details of the incident.

Public Parking Program Rules

SP+ shall assist the City in its efforts to inform the public about the parking program, rules, and regulations.

Call Center Operations

The goal is to never have an issue, but we know they happen. Metropolis has developed a robust customer service training manual that each new operations employee is trained on during their onboarding processes. Below are examples from our handbook:

Metropolis has a 24/7 Support team that provides world class service. Here's our training process:

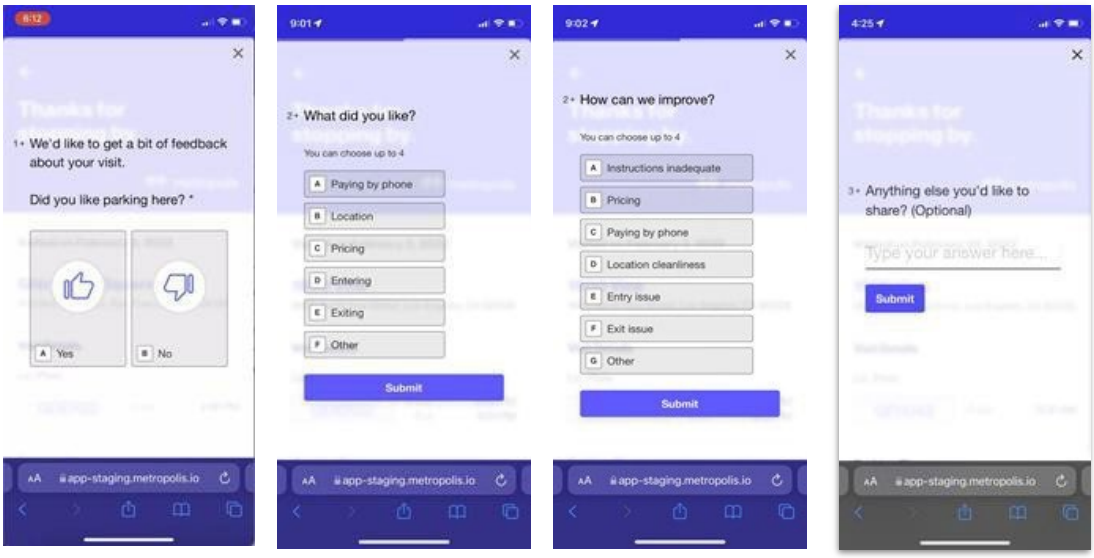
- Acknowledges the receipt even if the email doesn't require a reply
- Friendly and courteous, providing helpful and informative responses. Supported on all shifts by a Shift Supervisor
- Emails responded to within the same business day if possible but no later than 24 hours from the time of the email
- Customer Service Resolution occurs within 24 hours

Resolution:
Each email and call is tracked by the ticket status to ensure each interaction has been resolved successfully. The Coordinator will update the status as appropriate:

- **Open** - When a ticket requires any action from an agent
- **Pending** - When agent requires additional information from the customer
- **Resolved** - Once the agent has provided a solution and have answered all questions
- **Closed** - once the customer accepts the solution that's been provided

Internal and External Escalations:
In the event the Account Coordinator / Customer Service Representative feels they are unable to resolve a customer's issue or concern, they will notify the customer that they will check in with their supervisor; technical issues causing delay and/or harm are always escalated to management for review.

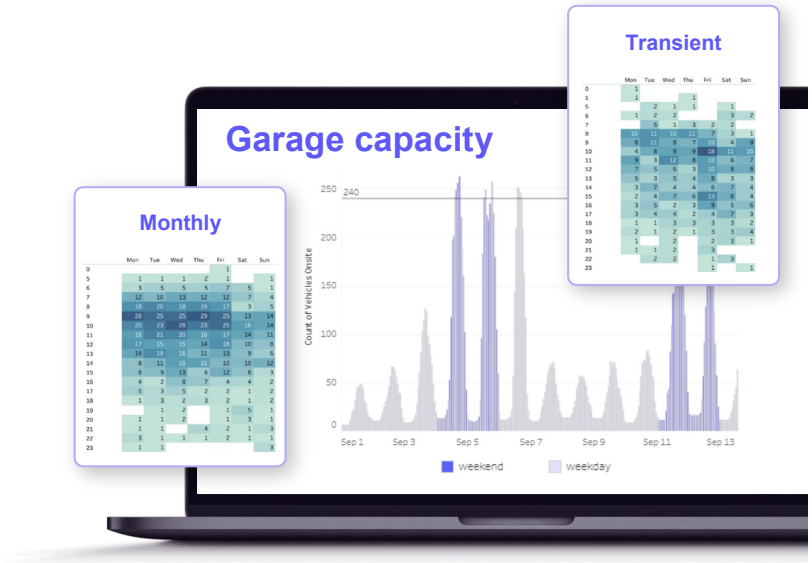
Customer satisfaction surveys support proactive management



Client data analytics dashboard will inform utilization patterns by hour/day/week/month for EVERY section of the garage

Metropolis operations uses the data from our computer vision cameras to continuously improve operations, reduce costs, and determine optimal pricing that is both dependent on market rate surveys and actual customer willingness to pay at our specific location.

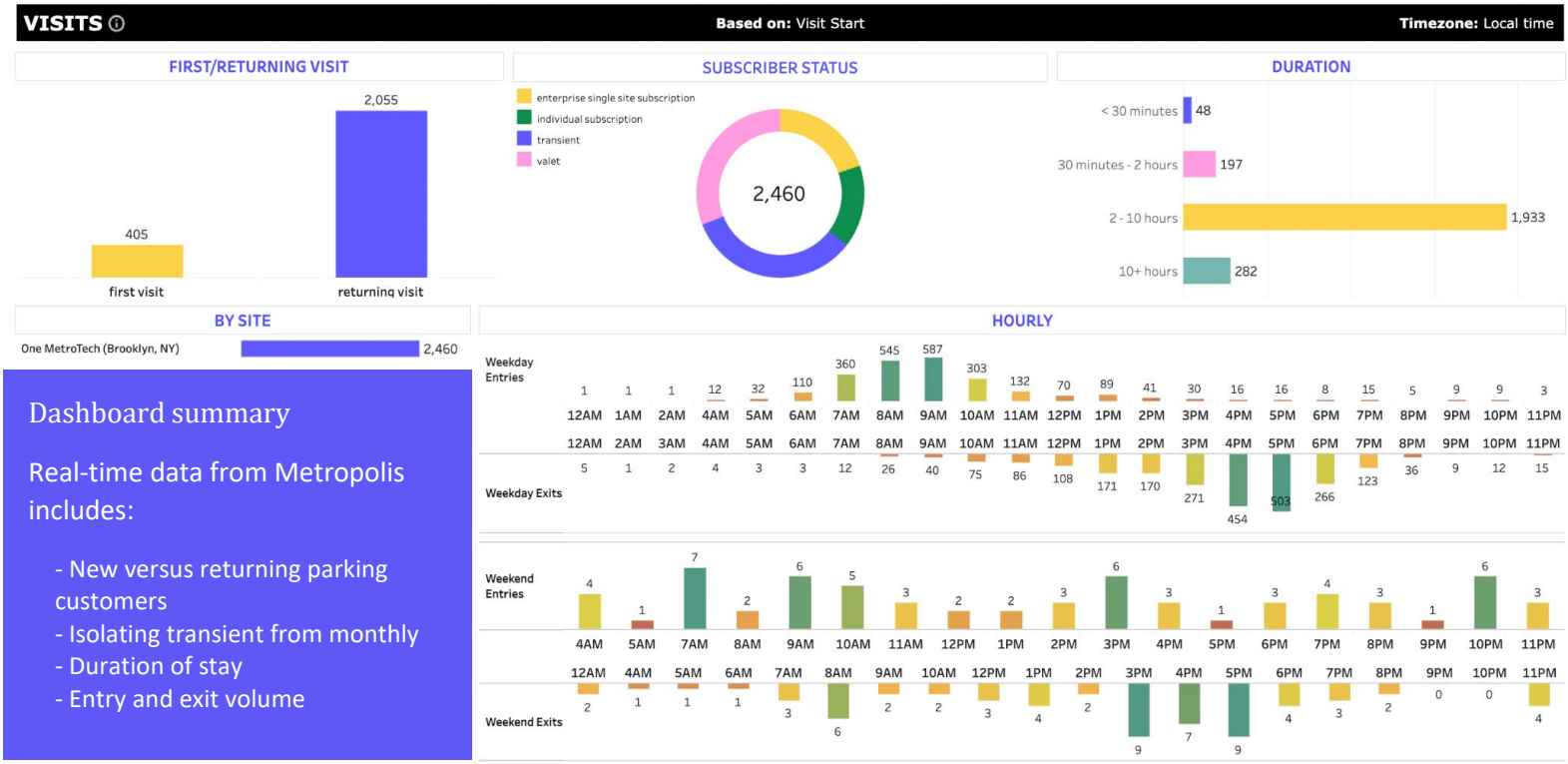
City of Fernandina Beach will have improved daily utilization insight of ALL garages and lots. This will help inform leasing, outside parking contract decisions, rates, and marketing.



Data on customer behavior and visit duration will inform pricing and marketing strategy

Metropolis' proprietary data insights engine reveals patterns and reporting of garage use to help maximize value to drive both customer loyalty and utilization efforts.

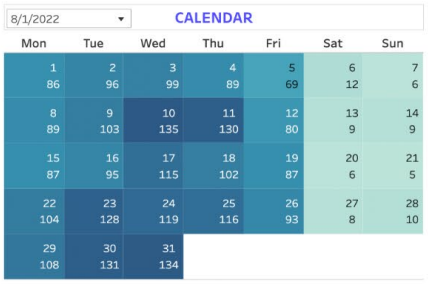
This data is shared and available to the City in real-time, and reviewed in detail during monthly business reviews to make proactive operational decisions and improvements.

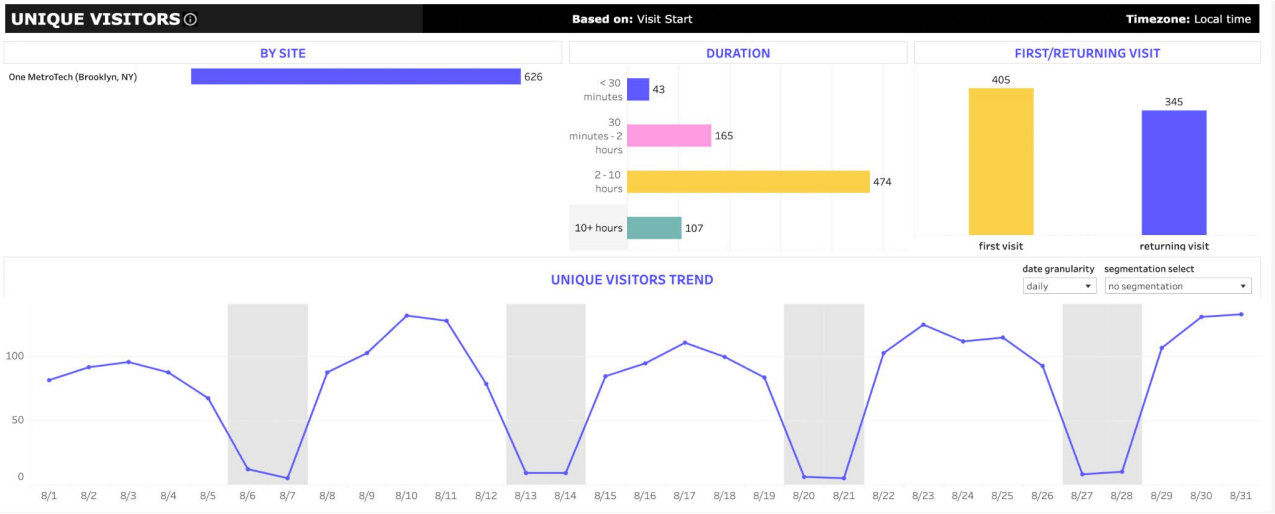


Dashboard summary

Real-time data from Metropolis includes:

- New versus returning parking customers
- Isolating transient from monthly
- Duration of stay
- Entry and exit volume





Installation and Maintenance

Once a contract is executed, we can have technology deployed in 30 days, but would prefer a 60-day timeframe to collaborate with local stakeholders, train SP+ staff, familiarize City staff, roll out annual resident program, and generally educate the community on how the program will work. During this time our leadership and municipal subject matter experts are available to City staff for collaboration, City calls, and attend Commission meetings.

C. References

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C. REFERENCES

City of Daytona Beach

Name of Client: City of Daytona Beach, Florida
Contact: Michael Stallworth
Title: Enterprise Management Director
Address: 301 South Ridgewood Ave.
Daytona Beach, FL 32114
Telephone: (386) 671-8075
Email: stallworthm@codb.us
Term of Contract: 2020 – Present

SP+ provides parking management services including on and off-street enforcement, resident permits, and meter collection and maintenance.

City of Jacksonville Beach

Name of Client: City of Jacksonville Beach, Florida
Contact: Dan Fox
Title: Parking Enforcement Coordinator
Address: 1460A Shetter Avenue
Jacksonville Beach, FL 32250
Telephone: (904) 247-4004
Email: dfox@jaxbchfl.net
Term of Contract: 2019-Present

SP+ provides a turnkey management services for On-street and off-street parking assets (6). Includes management of annual resident program, daily parking, special events, maintenance, revenue control equipment, enforcement, collections, customer service, etc.

City of St. Petersburg

Name of Client: City of St. Petersburg, Florida
Contact: Keith Glasgow
Title: Parking Manager
Address: 301 Central Avenue
St. Petersburg, FL 33701
Telephone: (727) 551-3120
Email: keith.glasgow@stpete.org
Term of Contract: Currently operating

SP+ provides turnkey management services for off-street parking assets (6). Includes management of monthly parking, daily parking, special events, maintenance, revenue control equipment, sweeping, customer service, etc.

City of Miami Beach

Name of Client: City of Miami Beach, Florida
Contact: Rocio Alba
Title: Administrative Services Manager
Address: 755 Meridian Avenue
Miami Beach, Florida 33139
Telephone: (305) 673-7000 ext. 26747
Email: rocioalba@miamibeachfl.gov
Term of Contract: 2001 – Present

SP+ Municipal Services provides parking management services for 20 garages and surface lots including special events at the Miami Beach Convention Center totaling over 8,000 spaces.

City of Richmond Parking System (RVAPlus)

Name of Client: City of Richmond, Virginia
Contact: Lynne Lancaster
Title: Deputy Director of Parking & Mobility
Address: 900 E. Broad Street, Room 1003
Richmond, Virginia 23219
Telephone: (804) 646-6006
Email: lynne.lancaster@richmondgov.com
Term of Contract: 2012 – Present

SP+ provides parking management for seventeen city-owned parking garages and surface lots, totaling 6,004 parking spaces. These facilities serve transient, monthly, and special event parkers visiting the 258,000-square-foot Richmond Convention Center and the Dominion Energy Center which is under development for a new Epicenter for the City. SP+ performs parking meter collections and meter maintenance across the City's full on-street parking system with 3,000 spaces. SP+ deployed and is currently servicing 190 T2 Luke II pay-stations and 350 IPS single space meters. Utilizing fully integrated license plate recognition (LPR), SP+ is also responsible for daily parking enforcement, residential parking permit monitoring, and booting services. The paid parking footprint also includes the VCU campus and several pocket communities. SP+ assisted the City of Richmond in engaging Passport; the City's first Parking App.

Providing on street mobility guidance since 2012

"SP+'s in-house experts have assisted the City with developing a comprehensive parking plan addressing turnover, occupancy, parking trends, future development, loading activities, and vehicular movement. SP+ has restructured our Enforcement and Immobilization Program to create an in-house booting program implementing a License Plate Recognition System which has resulted in an annual savings of $121,000." **- Lynne Lancaster, City of Richmond – *Deputy Director of Parking & Mobility***

City of Atlanta On-Street Parking Program (ATL Plus)

Name of Client: City of Atlanta, Georgia
Contact: Calvin Watts
Title: Transportation Director
Address: 55 Trinity Avenue, Suite 4900
Atlanta, Georgia 30303
Telephone: (404) 330-6216
Email: CLWatts@atlantaga.gov
Term of Contract: 2017 to Present

Through a joint venture partnership with All N One Security Services, SP+ manages the City of Atlanta's on-street parking system consisting of over 2,700 paid spaces. In the first year of the new contract SP+ converted the existing program from pay-by-space to pay-by-plate with a system hardware deployment project. The move to pay-by-plate brought efficiency to the Mobile App system and allowed for the wide-scale use of license plate recognition technology for enforcement. SP+ has also upgraded the citation management system by streamlining the appeals process with a digital workflow streaming through the City of Atlanta Administrative Review Board directly into the Atlanta Municipal Court system. SP+ also has grown the footprint of the program from the initial 2,400 spaces through data analytics and in unison with mobility projects and efforts with stakeholders. Additionally, SP+ in partnership with the City of Atlanta has been highly engaged in public outreach to educate residents and visitors of the new program's enhancements and to encourage the use of mobile payment technology. In 2019, ATLPlus was the first parking program in the US to deploy a multiple mobile payment app solution across the entire paid parking system and is planning to implement an electronic residential parking permit program. SP+ also has digitized the Residential Parking Program with the City. SP+ added Text To Pay in Atlanta as well as 12 other markets in the US. In New Orleans, our innovative solution of Text To Pay exceeded over 60% of digital transactions for the 2024 Mardi Gras.

Results are best amplified by our partnership:

"SP+ has gone above and beyond our expectations by providing industry leading service. A true partner, SP+ recognizes the City's vision of building an industry leading parking program and is providing the dedicated resources needed to meet our goals and objectives, always with our customers and stakeholders in mind." **- Calvin Watts, City of Atlanta, GA - *Department of Transportation***

City of Annapolis

Name of Client: City of Annapolis, Maryland

Contact: Kwaku Agyemang-Duah, PhD, CCTM
Title: Deputy Director, Dept. of Transportation
Address: 308 Chinquapin Round Rd.
Annapolis, Maryland 21401
Telephone: (410) 263-7964
Email: kad@annapolis.gov
Term of Contract: 2016 to Present

SP+ Municipal Services provides parking management services for both the On-Street and Off-Street parking assets for the City of Annapolis. Off-Street locations include both garages and surface lots. The On-Street parking program includes the enforcement, collection and maintenance of metered parking, as well as the administration of the Residential Parking Permit Program. SP+ also enforces these time limited permit districts as well as safety related parking issues across the City. Over the course of our term SP+ has deployed Sphere Remote Management of the Off-Street parking assets, Mobile payment technology and LPR enforcement of the On-Street program, as well as an online Parking Portal (annapolisparking.com) where residents and visitors can purchase permits, reserve off-street parking and parking signs, pay or appeal citations, and track the Circulator shuttle operated by SP+.

D. Project Budget and Cost

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D. PROJECT BUDGET AND COST

SP+ is proposing a management fee contract. With a management fee contract, the City has more control over the expenses of the operation by only reimbursing approved or budgeted expenses. The line item budget for the contract is provided below.

Note: SP+ can provide a revenue share arrangement, but this would change how the revenue is deposited (with the City vs with the operator) and it seemed more important to have the revenue flowing to City bank account.

Metropolis Pro Forma	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Year 1
Parking Revenue													
Transient Revenue	$126,996	$132,413	$126,996	$131,209	$117,968	$131,209	$123,986	$135,422	$123,986	$126,996	$135,422	$123,986	**$1,536,587**
Resident Revenue	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	$85,093	**$1,021,120**
Validation Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
Special Event Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
Gross Revenue	**$212,089**	**$217,506**	**$212,089**	**$216,302**	**$203,061**	**$216,302**	**$209,080**	**$220,515**	**$209,080**	**$212,089**	**$220,515**	**$209,080**	**$2,557,707**
Less: Parking Tax	$13,875	$14,229	$13,875	$14,151	$13,284	$14,151	$13,678	$14,426	$13,678	$13,875	$14,426	$13,678	**$167,327**
Net Revenue	**$198,214**	**$203,277**	**$198,214**	**$202,152**	**$189,777**	**$202,152**	**$195,402**	**$206,089**	**$195,402**	**$198,214**	**$206,089**	**$195,402**	**$2,390,381**

Operating Expenditures													
Fully Loaded Payroll	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	$12,149	**$145,792**
Contract Labor	-	-	-	-	-	-	-	-	-	-	-	-	**$0**
Business Fees & Licenses	-	-	-	-	-	-	-	-	-	-	-	-	**$0**
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	**$0**
Storage Expense	-	-	-	-	-	-	-	-	-	-	-	-	**$0**
Leases - Equipment & Shuttles	-	-	-	-	-	-	-	-	-	-	-	-	**$0**
Claims (Budgeted)	-	-	-	-	-	-	-	-	-	-	-	-	**$0**
Mgmt Fee / Bell Services / Other	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	**$24,000**
General Liability Insurance	$925	$925	$925	$925	$925	$925	$925	$925	$925	$925	$925	$925	**$11,098**
Repairs & Maintenance	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	**$4,800**
Supplies	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	$1,150	**$13,800**
Payment Processing Fees	$5,510	$5,686	$5,510	$5,647	$5,217	$5,647	$5,412	$5,784	$5,412	$5,510	$5,784	$5,412	**$66,532**
24/7 Support	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
Connectivity	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
Metropolis Platform Fee	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$0**
Total Expenditures	**$22,134**	**$22,310**	**$22,134**	**$22,271**	**$21,841**	**$22,271**	**$22,036**	**$22,408**	**$22,036**	**$22,134**	**$22,408**	**$22,036**	**$266,022**

E. Certificate of Insurance

a metropolis company

Certificate of Insurance

Metropolis' in-house Risk Management Department focuses exclusively on comprehensive risk protection, safety and loss control inspections and training, and claims management. Our insurance provides liberal protection with a $100 million casualty umbrella limit. Our casualty carriers are rated A+ XV by A.M. Best.

Our coverage provides exceptional protection for our clients:

- **Workers' Compensation Insurance**

  Our coverage maintains compliance with the state's Workers' Compensation Act.

- **Employer's Liability Insurance**

  Covers all employees for the premises not covered by the Workers' Compensation Act, for occupational accidents or disease, for limits of not less than $1,000,000 for any one occurrence, or whatever is necessary to satisfy the requirements of the umbrella liability insurance specified below.

- **General / Garage Liability Insurance**

  We are insured on an occurrence basis with limits of not less than $10,000,000 per occurrence with an annual aggregate limit of $15,000,000 per location.

- **Garage-Keeper's Legal Liability Insurance (if Applicable)**

  Insures any and all automobiles that are parked at the premises by the operator's attendants or for which a bailment otherwise is created, with limits of liability not less than $3,000,000 per occurrence.

- **Comprehensive Crime Insurance**

  Includes Employee Dishonesty, Forgery or Alteration, Inside and Outside the Premise, Computer Fraud, Money Orders and Counterfeit Paper Currency, Loss of Clients Property resulting from EE Dishonesty, and Funds Transfer Fraud with limits of $5,000,000 per occurrence.

- **Umbrella Liability Insurance**

  In excess following form, with an annual aggregate limit of $100,000,000.

Fidelity Insurance Coverage

Because no internal control system—no matter how well conceived and operated—can provide an absolute assurance that its objectives will be met (and because no evaluation of controls can guarantee detection of all control issues), we provide our clients with an additional layer of protection by maintaining $5 million in fidelity insurance coverage. This coverage protects our clients against losses associated with employee dishonesty, theft, computer fraud and forgery.

Damage Claims

When we assume management responsibility for a parking operation, we immediately institute a number of steps to minimize damage claims. Among other things, we will re-train any of the prior operator's employees who have been retained, focusing particular attention on safe driving habits and how to avoid vehicular damage. When incidents do occur, we have efficient procedures to expedite the claim process.

Damage Claims Procedures

Over the years, we have developed and refined detailed damage claims procedures. We accept responsibility for—and quickly honor—damage claims for which the facility has liability. We do not pay claims for which the facility is not liable. Even when liability is denied, we nevertheless reply to the patron as quickly as possible.

The cornerstone of this process is a well-defined procedure that delegates responsibility for dealing with claims to the people best equipped to quickly and effectively do so. Our Facility Managers are trained to advise a claimant to properly complete and submit an Incident Report before the car is removed from the facility, since it is almost impossible to determine where damage has occurred once a vehicle leaves the facility. Properly completed Incident Reports are reviewed by the Facility Manager within 24 hours of submission. The Facility Manager then will discuss the claim with the Senior Manager within 24 hours.

We are committed to expediting the processing of all damage claims. If liability is denied, we advise the customer—in writing—as quickly as possible. We have found that contacting claimants immediately so that they know the status of their claim—even if the claim is denied—is the single biggest factor in ameliorating any negative feelings associated with the incident.

Damage Claims Tracking

Reports concerning claim frequency and disposition can be compiled and forwarded to ownership as frequently as you desire. We recommend the on-site maintenance of a monthly claim log sheet. Our log sheet has proven to be an effective tool for claims management because all current claim information is available to both our staff and the property manager. Therefore, any questions regarding the progress or disposition of any claims can be answered quickly by on-site personnel.

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY) 12/26/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Aon Risk Services Central, Inc.
Chicago IL Office
200 East Randolph
Chicago IL 60601 USA

CONTACT NAME:
PHONE (A/C. No. Ext): (866) 283-7122 FAX (A/C. No.): (800) 363-0105
E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A:	XL Insurance America Inc	24554
INSURER B:	Greenwich Insurance Company	22322
INSURER C:	AIG Specialty Insurance Company	26883
INSURER D:	Great American Spirit Ins Co	33723
INSURER E:	Endurance American Specialty Ins Co.	41718
INSURER F:	Westchester Surplus Lines Ins Co	10172

INSURED
Metropolis Technologies, Inc.
200 E Randolph Street, Suite 7700
Chicago IL 60601 USA

COVERAGES CERTIFICATE NUMBER: 570110048349 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

Limits shown are as requested

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
B	X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR X Contractual Liability Included GEN'L AGGREGATE LIMIT APPLIES PER: POLICY PRO-JECT X LOC OTHER:			RGE300120908 SIR applies per policy terms & conditions	01/01/2025	01/01/2026	EACH OCCURRENCE	$9,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$2,000,000
							MED EXP (Any one person)	Excluded
							PERSONAL & ADV INJURY	$9,000,000
							GENERAL AGGREGATE	$15,000,000
							PRODUCTS - COMP/OP AGG	$9,000,000
B	AUTOMOBILE LIABILITY X ANY AUTO OWNED AUTOS ONLY HIRED AUTOS ONLY SCHEDULED AUTOS NON-OWNED AUTOS ONLY X GKLL $500,000 SIR			RAD943782008 AOS	01/01/2025	01/01/2026	COMBINED SINGLE LIMIT (Ea accident)	$10,000,000
							BODILY INJURY (Per person)	
							BODILY INJURY (Per accident)	
							PROPERTY DAMAGE (Per accident)	
							Garagekeepers Limit	$2,500,000
C	X UMBRELLA LIAB X OCCUR EXCESS LIAB CLAIMS-MADE DED X RETENTION $25,000			BE017247695	01/01/2025	01/01/2026	EACH OCCURRENCE	$10,000,000
							AGGREGATE	$10,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		RWD300121008 AOS	01/01/2025	01/01/2026	X PER STATUTE OTH-ER	
A				RWR300121108 RETRO	01/01/2025	01/01/2026	E.L. EACH ACCIDENT	$1,000,000
							E.L. DISEASE-EA EMPLOYEE	$1,000,000
							E.L. DISEASE-POLICY LIMIT	$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Insurance charges will include all applicable premiums and costs, as well as retained exposure charges established by the Named Insured. 1/1/2025 - 1/1/2026 Crime & Excess Crime Pol #'s SAA50414480900 & XSC50414490900; $5,000,000 OCCURRENCE. Crime coverage provides first party coverage against business related crime such as robbery & burglary, employee dishonesty, forgery or alteration, computer fraud, guest property, money orders, and counterfeit currency. As respects ARGO-CAS-OCC001999.1 - excess policy $5M po $10M xs $115M and CASFO000311A02025 - excess policy $5M po $10M xs $115M, Aon Commercial Risk (U.S.) is generating and distributing this certificate in an administrative capacity. Aon Bermuda is the broker for the defined policies.

CERTIFICATE HOLDER

Metropolis Technologies, Inc.
200 E. Randolph Street, Suite 7700
Chicago IL 60601 USA

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Aon Risk Services Central, Inc.

Holder Identifier :

Certificate No : 570110048349

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Certificate of Insurance (page 1)

AGENCY CUSTOMER ID: 570000025472
LOC #:

ACORD®

ADDITIONAL REMARKS SCHEDULE

Page _ of _

AGENCY Aon Risk Services Central, Inc.	NAMED INSURED Metropolis Technologies, Inc.
POLICY NUMBER See Certificate Number: 570110048349	
CARRIER See Certificate Number: 570110048349 — NAIC CODE	EFFECTIVE DATE:

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: ACORD 25 FORM TITLE: Certificate of Liability Insurance

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER G: Allied World Assurance Company (US) Inc	19489
INSURER H: MS First Capital Insurance Ltd	AA57600
INSURER I: Homesite Insurance Company	17221
INSURER J: Navigators Specialty Insurance Company	36056

ADDITIONAL POLICIES If a policy below does not include limit information, refer to the corresponding policy on the ACORD certificate form for policy limits.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS	
	EXCESS LIABILITY							
J				CH25RXSZ03X3YIC 10M X 10M	01/01/2025	01/01/2026	Aggregate	$10,000,000
G				03126674 15M X 20M	01/01/2025	01/01/2026	Aggregate	$15,000,000
E				XSC30000541307 10M po 20M X 35M	01/01/2025	01/01/2026	Aggregate	$10,000,000
H				TSUEEX000066000 10M po 20M X 35M	01/01/2025	01/01/2026	Aggregate	$10,000,000
L				EC02508933 10M X 55M	01/01/2025	01/01/2026	Aggregate	$10,000,000
I				CXS01212002 10M X 65M	01/01/2025	01/01/2026	Aggregate	$10,000,000
D				EXC5773577 12.5M p/o 25MX75M	01/01/2025	01/01/2026	Aggregate	$12,500,000
K				AXF565834105 12.5M p/o 25MX75M	01/01/2025	01/01/2026	Aggregate	$12,500,000
F				G47373955003 15MX100M	01/01/2025	01/01/2026	Aggregate	$15,000,000
							Each Occurrence	$15,000,000

ACORD 101 (2008/01)

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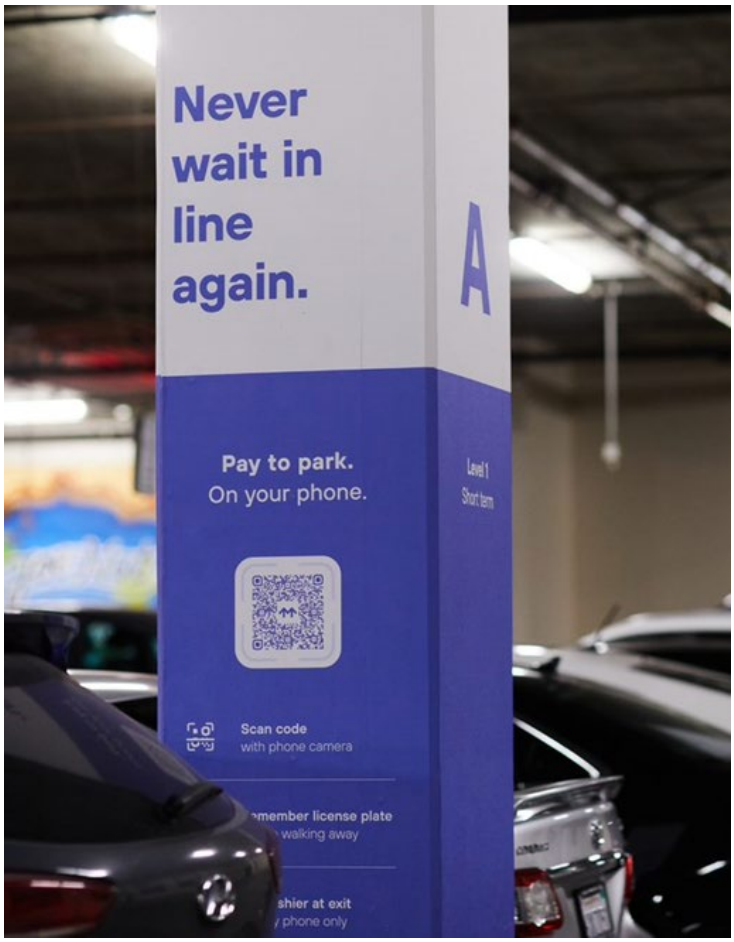
Certificate of Insurance (page 2)

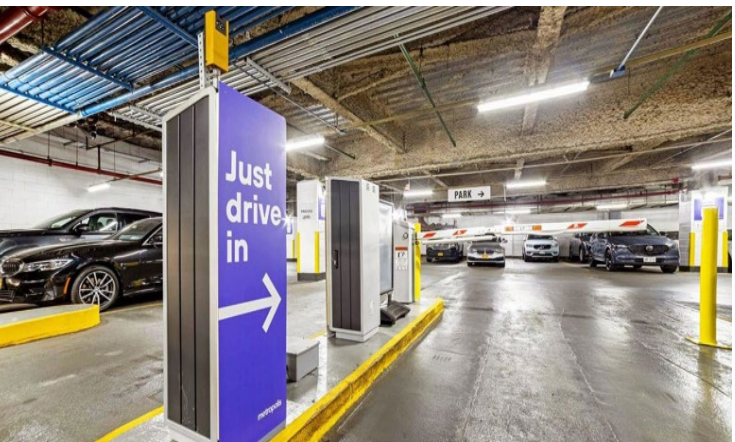
F. Required Forms

a metropolis company

EXHIBIT A

CONTACT SHEET





CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "A"

CONTACT SHEET

Name: SP Plus, LLC

Federal Taxpayer ID: 99-0890822

Mailing Address: 200 E. Randolph St., Suite 7700

City, State, & Zip Code: Chicago, IL 60601

Telephone: (267) 975-9771 **Fax:** N/A.

Email: cbragg@metropolis.io

Submitted By: Christopher Bragg

Title: Senior Vice President, Operations

Accounting Contact:

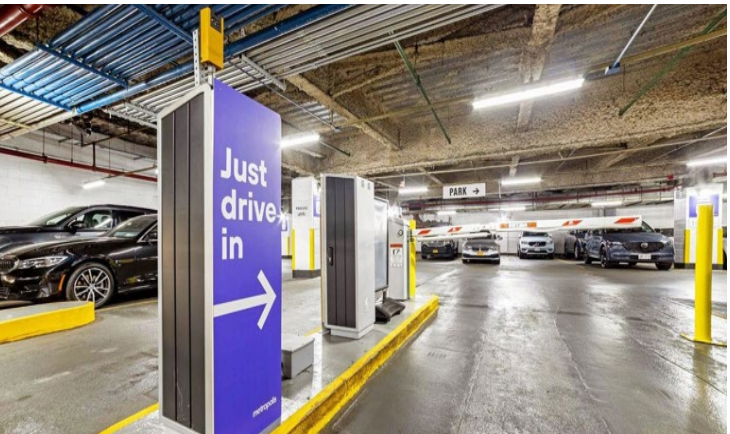
Name: Robin Counts **Title:** Director, Client Reporting

Email Address: rcounts@metropolis.io **Phone:** (615) 850-6246

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT B

PUBLIC ENTITY CRIMES FORM



CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "B"

SWORN STATEMENT UNDER F.S. SECTION 287.133(3) (A), ON PUBLIC ENTITY CRIMES

THIS FORM SHALL BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid, Proposal or Contract for City of Fernandina Beach RFP 25-05.

2. This sworn statement is submitted by (entity) SP Plus, LLC whose business address is 200 E. Randolph St., Suite 7700, Chicago, IL 60601 and (if applicable) Federal Employer Identification Number (FEIN) is 99-0890822 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

3. My name is Christopher Bragg and my relationship to the entity named above is Senior Vice President.

4. I understand that a "public entity crime" as defined in Paragraph 287.133(a) (g). Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or any agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in paragraph 287.133(a) (b), Florida Statutes, means finding of guilt or a conviction of a public entity crime with or without an adjudication of guilt, in any federal or state trial court of records relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1) (a), Florida Statutes, means:

   1. A predecessor or successor of a person convicted of a public entity crime; or

   2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The City of Fernandina Beach, Florida ownership by one of shares constituting a controlling income among persons when not for fair interest in another person, or a pooling of equipment or income among persons when not for fair market value under a length agreement, shall be a prima facie case that one person controls another person. A person who was knowingly convicted of a public entity crime, in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of the state or of the United States with

the legal power to enter into a binding contract for provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)

✓ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. (Please attach a copy of the final order.)

____ The person or affiliate was placed on the convicted FIRM list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in public interest to remove the person or affiliate from the convicted FIRM list. (Please attach a copy of the final order.)

____ The person or affiliate has not been placed on the convicted FIRM list. (Please describe any action taken by, or pending with, the Department of General Services.)

Signature 6/4/25 Date:

STATE OF ~~FLORIDA~~ District of Columbia
COUNTY OF District of Columbia

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 04 day of June, 2025, and is personally known to me, or has provided Drivers License as identification.

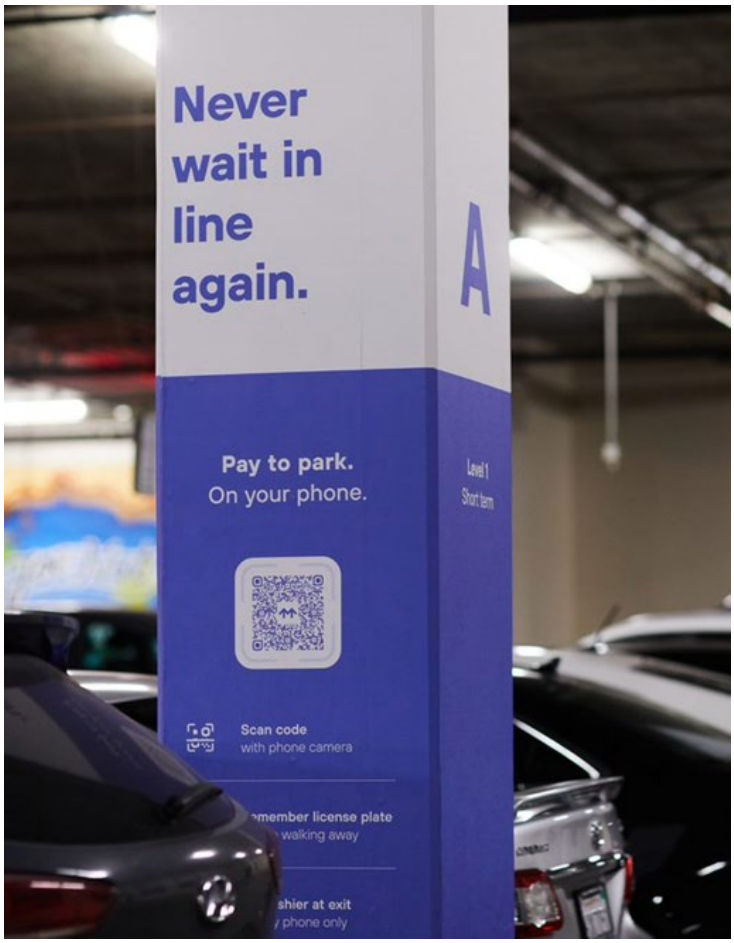
Notary Public
My Commission expires: MAY 31, 2028

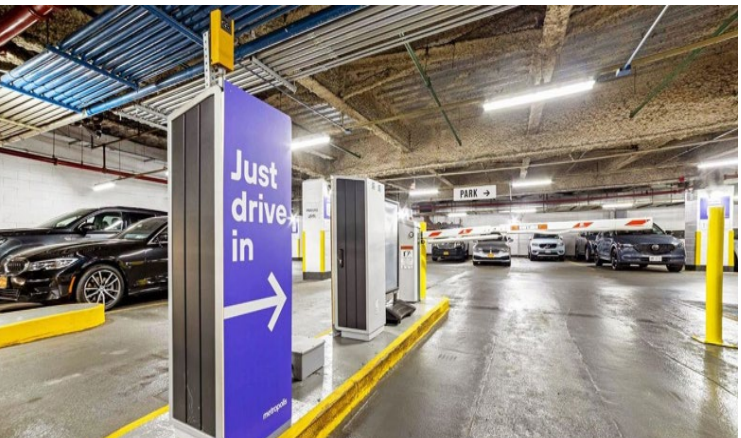
GEVALLE NICHOLE GAITHER NOTARY PUBLIC MY COMM. EXP. MAY 31, 2028 DISTRICT OF COLUMBIA

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT C

DRUG FREE WORKPLACE





CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "C"

DRUG-FREE WORKPLACE CERTIFICATION

The below-signed INDIVIDUAL/FIRM certifies that it has implemented a drug-free workplace program. In order to have a drug-free workplace prepare, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.

2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.

3. Give each employee engaged in providing the commodities or services a copy of the statement specified in paragraph 1.

4. In the statement in paragraph 1., notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of nolo contendere to, any violation occurring in the workplace no later than five (5) working days after such conviction.

5. Impose a sanction on or require fine satisfactory participation in drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.

6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I Certify that this firm complies fully with the above drug-free workplace requirements.

COMPANY: SP Plus, LLC

CITY: Chicago STATE: IL ZIP CODE: 60601

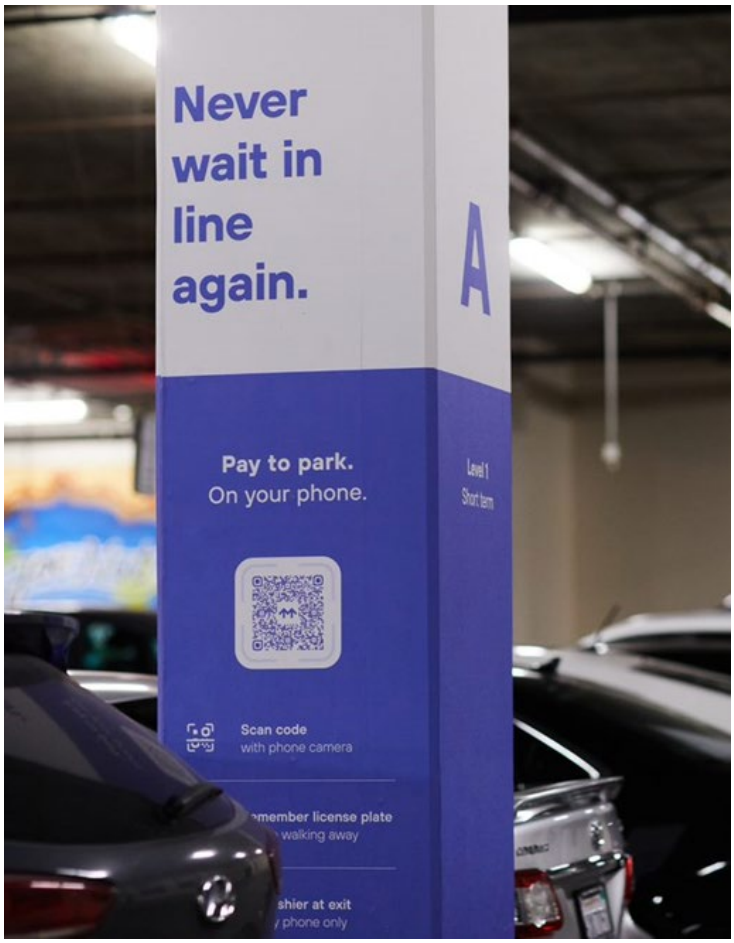
SIGNATURE: _____ PHONE: (267) 975-9771

NAME (TYPED OR PRINTED): Christopher Bragg TITLE: Senior Vice President

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT D

E-VERIFY STATEMENT



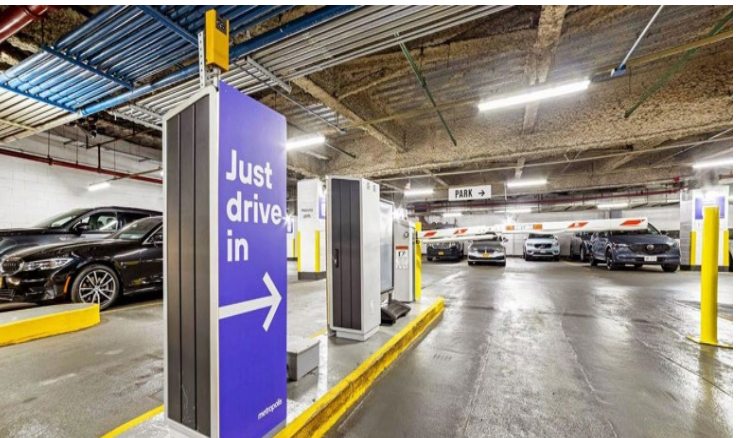


EXHIBIT "D"

E-VERIFY STATEMENT

Bid/Proposal Number: RFP: 25-05

Project Description: City of Fernandina Beach: Parking Management Services

I/FIRM acknowledges and agrees to the following:

I/FIRM will utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

1. All persons employed by the FIRM during the term of the Contract to perform employment duties within Florida; and

2. All persons assigned by the FIRM to perform work pursuant to the contract with the Department.

Individual/Company/Firm: SP Plus, LLC

Authorized Signature: Christopher Bragg

Title: Senior Vice President

Date: May 30, 2025

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

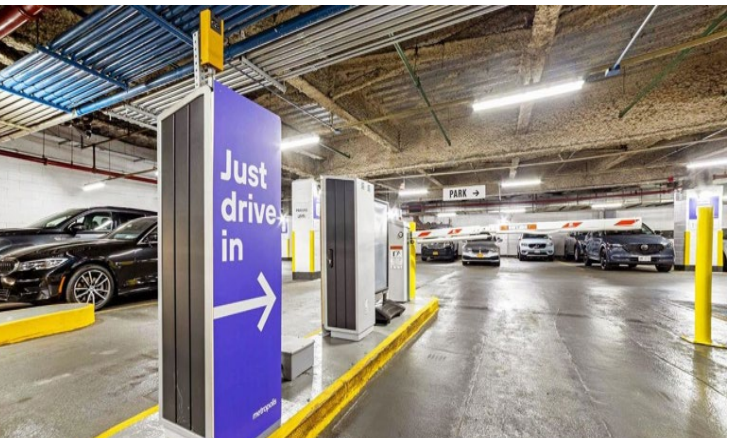


EXHIBIT E

PROPOSER ACKNOWLEDGMENT & AGREEMENTS

EXHIBIT "E"

PROPOSER ACKNOWLEDGEMENTS AND AGREEMENTS

The undersigned, as an employee or agent of the Proposer, having the authority to sign a binding agreement on behalf of the corporation, company, or firm presenting this submittal, confirms understanding and/or agreement and/or takes exception with any statement in the following sections of this RFP document.

1. INTRODUCTION AND GENERAL INFORMATION
   Understands and agrees to all terms.

2. PROPOSAL INSTRUCTIONS, TERMS AND CONDITIONS
   Understands and agrees to all terms.

3. EVALUATION AND CONTRACT OVERVIEW
   Understands and agrees to all terms.

4. PROPOSER'S RESPONSE: SUBMITTAL INFORMATION
   Understands and agrees to all terms.

5. PROPOSER'S RESPONSE: PROPOSED TEAM
   Understands and agrees to all terms.

6. PROPOSER'S RESPONSE: PROPOSED COMPENSATION
   Understands and agrees to all terms.

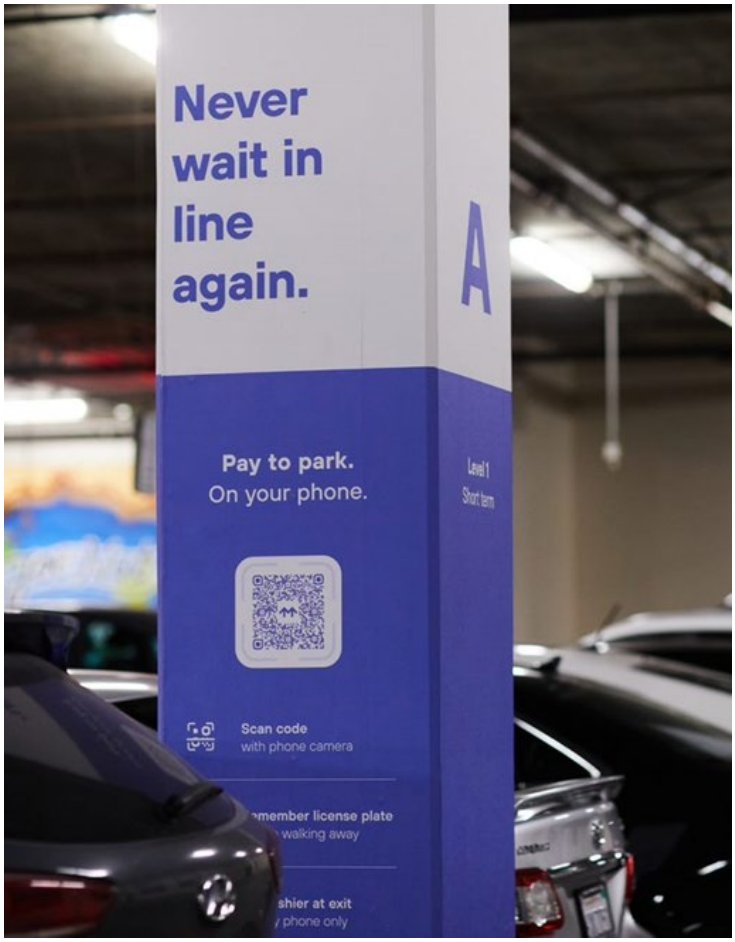
Name: Christopher Bragg Title: Senior Vice President

Signature: _____ Date: May 30, 2025

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT F

CONFLICT OF INTEREST



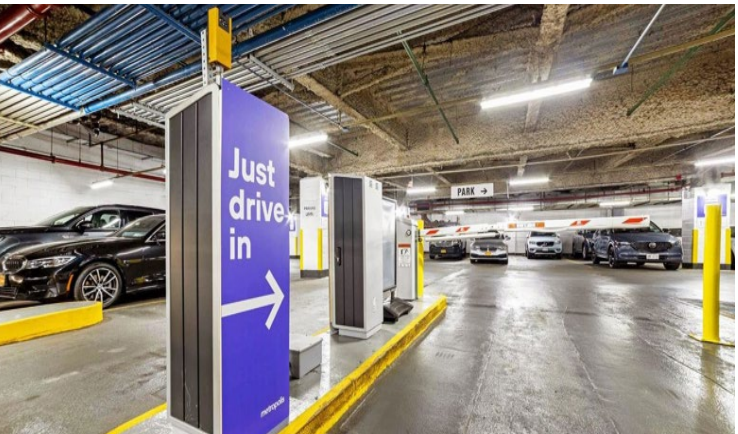


EXHIBIT "F"

CONFLICT OF INTEREST STATEMENT

This sworn statement is submitted with Bid, Proposal or Contract for RFP: 25-05 Parking Management Services City of Fernandina Beach.

This sworn statement is submitted by (entity) SP Plus, LLC whose business address is 200 E. Randolph St., Suite 7700, Chicago, IL 60601 and (if applicable) Federal Employer Identification Number (FEIN) is 99-0890822 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

My name is Christopher Bragg and my relationship to the entity named above is Senior Vice President.

1. The above-named entity is submitting a Proposal for the City of Fernandina Beach.
2. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
3. The Affiant states that only one submittal for the above proposal is being submitted and that the above-named entity has no financial interest in other entities submitting proposals for the same project.
4. Neither the Affiant nor the above- n a m e d entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
5. Neither the entity not its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
6. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
7. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Fernandina Beach.
8. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of Fernandina Beach.

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

9. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above-named entity, will immediately notify the City of Fernandina Beach.

Signature 6/4/2025 Date:

STATE OF ~~FLORIDA~~ District of Columbia
COUNTY OF District of Columbia
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 4th June, 20 25, and is personally known to me, or has provided Drivers License as identification.

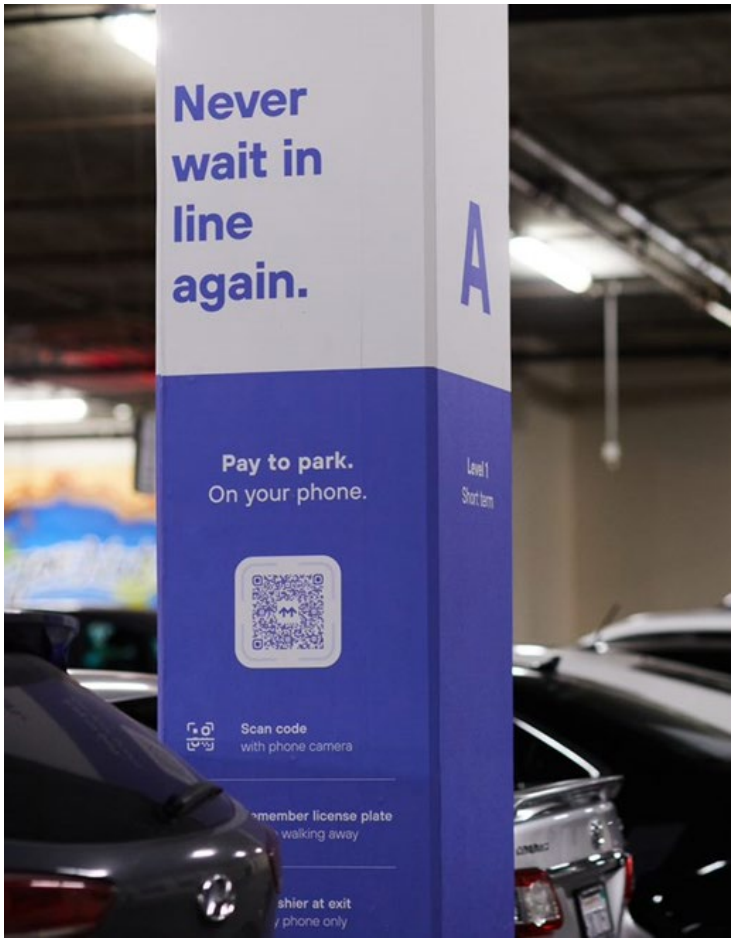
My Commission expires: MAY 31, 2028
Notary Signature

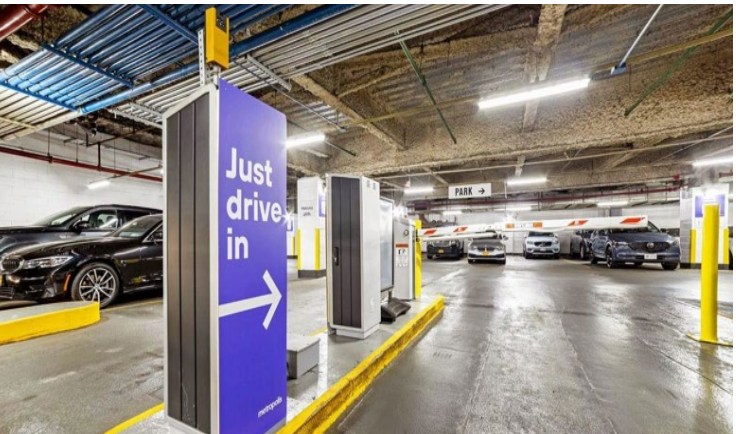
GEVALLE NICHOLE GAITHER NOTARY PUBLIC DISTRICT OF COLUMBIA

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT G

NON-COLLUSION AFFIDAVIT





CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

EXHIBIT "G"

NON-COLLUSION AFFIDAVIT

This sworn statement is submitted with Bid, Proposal or Contract for RFP: 25-05 Parking Management Services City of Fernandina Beach.

This sworn statement is submitted by (entity) SP Plus, LLC whose business address is 200 E. Randolph St., Suite 7700, Chicago, IL 60601 and (if applicable) Federal Employer Identification Number (FEIN) is 99-0890822 (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)

My name is Christopher Bragg and my relationship to the entity named above is Senior Vice President.

1. The above named is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

2. Such Proposal is genuine and is not a collusive or sham proposal;

3. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Fernandina Beach, Florida or any person interested in the proposed Contract; and

4. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

Signature _____ Date: 6/4/2025

CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

STATE OF ~~FLORIDA~~ District of Columbia
COUNTY OF District of Columbia
PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this 4 day of June 2025 and is personally known to me, or has provided Drivers License as identification.

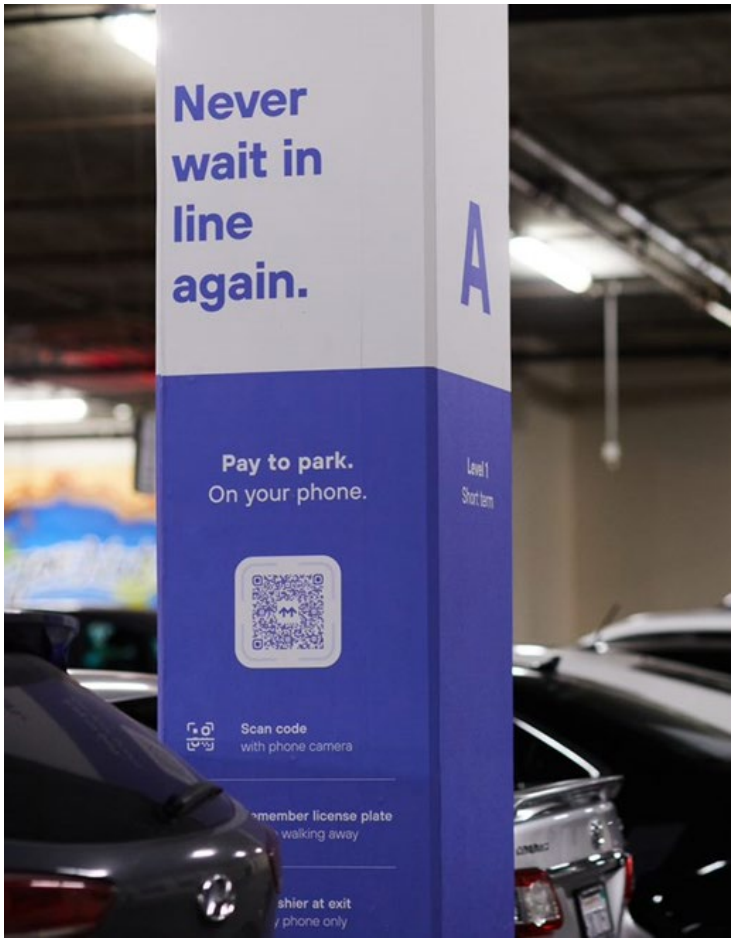
_____ My Commission expires: MAY 31, 2028
Notary Signature

GEVALLE NICHOLE GAITHER
NOTARY PUBLIC
DISTRICT OF COLUMBIA
My Comm. Exp. May 31, 2028

THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

EXHIBIT H

DISPUTES DISCLOSURE FORM



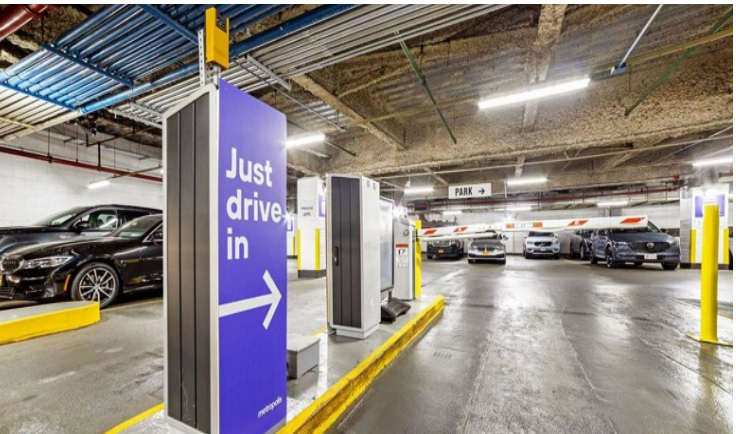


EXHIBIT "H"

DISPUTES DISCLOSURE FORM

Answer the following questions by placing as "X" after "YES" or "NO". If you answer "YES", please explain in the space provided, or via attachment.

Has your firm or any of its officers, received a reprimand of any nature or been suspended by the Department of Professional Regulations or any other regulatory agency or professional association within the last five (5) years?
YES___ NO ✓

Has your firm, or any member of your firm, been declared in default, terminated or removed from a contract or job related to the services your firm provides in the regular course of business within the last five (5) years?
YES_____NO ✓

Has your firm had against it or filed any request for equitable adjustment, contract claims, bid protest, or litigation in the past five (5) years that is related to the services your firm provides in the regular course of business?
YES ✓ NO_____

If yes, state the nature of the request for equitable adjustment, contract claim, litigation, or protest, and state a brief description of the case, the outcome or status of the suit and the monetary amounts or extended contract time involved.

I hereby certify that all statements made are true and agree and understand that any misstatement or misrepresentation or falsification of facts shall be cause for forfeiture of rights for further consideration of this proposal for the City of Fernandina Beach.

SP Plus, LLC	May 30, 2025
Firm	Date
	Christopher Bragg, Senior Vice President
Authorized Signature	Printed or Typed Name and Title

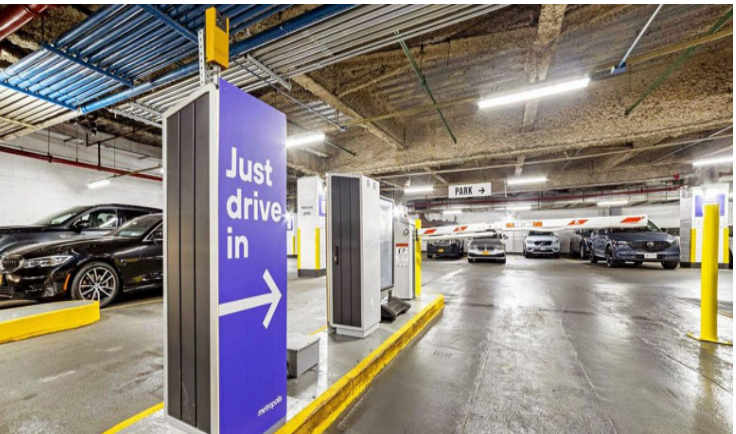
THIS FORM SHALL BE INCLUDED WITH BID/PROPOSAL

Litigation Statement

SP Plus LLC, its subsidiaries, and parent company (collectively, “SP”) does not maintain a repository for all litigation and regulatory allegations in the ordinary course of business. No litigation or regulatory allegation would prevent us from meeting its financial or operational obligations under the agreement to be awarded in connection with this Request for Proposal.

Addendum # 1

Q&A



CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034

ADDENDUM No. 1

The following changes are applicable to the original documents and specifications of **RFP 25-05**. This Addendum No.1 now becomes part of the original Request for Proposal and shall be acknowledged by attaching a copy of this Addendum, signed by an authorized representative of the person or firm submitting the response. Failure to do so may disqualify the response submittal.

Submitters shall thoroughly familiarize themselves with the contents of this Addendum before submitting the response.

NAME: Christopher Bragg **TITLE:** Senior Vice President

ADDRESS: 200 E. Randolph St., Suite 7700

CITY: Chicago **STATE:** IL

AUTHORIZED SIGNATURE: _____ **DATE:** 5/30/25

- Evaluation criteria change.

Criteria	Weight
Qualifications/Experience of Company	30
Performance Delivery Plan	30
References	20
Project Budget and Cost	20
	100

- In the cost proposal budgets, should vehicles, LPR units and any other items that would be considered capital expenditures be amortized over 36 months or 60 months? **All equipment should be purchased/maintained/owned by the Contractor. The City anticipates that the contract will have an initial period of three (3) years with two (2) options to renew at two (2) years each for a total of seven (7) years with a projected start date of October 1, 2025.**

- If the contract is not extended and there are still unamortized costs, will the city reimburse the operator? **Reimbursements will be determined during contract negotiations.**

- Who will own the vehicle, LPR unit, etc. at the end of the contract term, the City or the Contractor? **All equipment should be purchased/maintained/owned by the Contractor.**

- Please confirm what type of agreement the City is looking for. Is it a Rev Share or is it a management agreement with a fixed management fee plus reimbursable operating expenses? **Proposer should present the option that is in the best interest of the City.**

- Will there be available office space for the contractor to use? **The City will not provide office space; however, there is rentable office space available within the Downtown area.**

- If the contractor has to provide their own office space, does it have to be in a certain general location and available to the public for customer service? **There are no requirements for office space within this RFP.**

- Will there be available parking spaces for enforcement vehicles? **The City will assist in providing parking for enforcement vehicles.**

- Please confirm the City will be the Merchant of Record **Yes**

- Who is the City's preferred collections agency? **The vendor the City prefers is Contract Callers.**

- Can the City describe what type of DOT interface they are seeking with the selected Digital Enforcement system? Is an integration with the Florida Department of Highway

Safety and Motor Vehicles for the purposes of registered owner lookups and registration holds sufficient? **The purpose of this interface is to be able to send parking citations to the registered address.**

- Would all 39,000 residents be eligible for a digital permit, which could allow for free parking for all Fernandina Beach residents? **The company should make a recommendation on annual permits that provides benefits (discounts) to residents.**

- We see the "3 Hours Parking" signs all across the city have been removed. Is it the City's intent to introduce incremental rates instead of the 3-hours time limit? If so, do you have rates in mind that you would envision charging? We need to understand the rates in order to create a revenue proforma. **The 3-hr parking signs were removed because the City has no means to enforce. The company should provide a recommendation on hourly rates, annual permits, and parking times to the City.**

- Those signs reflected enforcement from 7am to 7pm. Does the City wish to keep this schedule and if so, is it for seven (7) days per week? If you envision another schedule can you please share it? **The 3-hr parking signs were removed because the City has no means to enforce. The company should provide a recommendation on parking times to the City.**

- The RFP states all revenues will be deposited in a City controlled account. Would the successful bidder have access to this account, along with the ability to make withdrawals to cover operating expenses? **The company will not have the ability to withdraw funds from a City account. It is anticipated that the City will receive net revenue deposits from the Company.**

- There is the mention of "kiosks" on page 6 of the RFP, Scope of Work. Kiosk usually refers to a multi-space meter that a parker would approach on foot, making payment for their parking session. Is it the City's desire that the successful bidder mount these devices on certain block faces in the enforcement zone? And if these devices are

desired, will the City purchase them or expect the successful bidder to make that purchase? **The company is responsible for supplying, installing, and maintaining kiosks if they are recommended by the proposer and agreed upon by the City.**

- Within the zone outlined in red and showing as Exhibit A, there are a number of surface lots. See signs below. It is our understanding that these lots will also be a part of the enforcement program, in addition to the on-street spaces and Marina Lots. Can you verify we are correct about this assumption? **Yes, these surfaces are part of the premium paid parking zone**

CITY OF FERNANDINA BEACH, FLORIDA
ADDENDUM NO. 1
RFP 25-05
PARKING MANAGEMENT SERVICES

- The new program will require informational signs to notify the public of the program and the new parking rates. This could mean the installation of 250 signs at a ratio of 1 every 3 spaces, for example. Will the City generate and install these signs? **The company will be responsible for supplying, installing, and maintaining all signage. The Downtown area is part of the City's Historic District and signage will need to be a coordinated effort with the City.**

- Would the City provide an office for the successful enforcement company or would the company have to rent office space? **The City will not provide office space; however, there is rentable office space available within the Downtown area.**

- Would the City be willing to bring 110 power to two (2) points in each of the Marina lots? This would be needed to power new technology on those locations. **There is 110v available in both parking lots**

- Can you please verify the financial statements are kept confidential throughout this process? **Under Florida Public Records Law the statements would become available once the bid is awarded. Banking information would be redacted. Please refer to Florida Statute (119.071, Sub 1, Sub B2)**

G. Additional Information

a metropolis company

Legal Exceptions

Indemnity Damages: Consequential, punitive or indirect damages are included in the indemnity of the client. We propose a mutual waiver of consequential, punitive, and indirect damages.

Choice of legal Counsel: The City reserves the right to defend itself with counsel of its choice, and SP+ is required to reimburse the client for such defense costs. This provision risks exposure to uninsured costs. We propose that (i) SP+ have the right to defend the client from an indemnified claim with counsel reasonably selected by SP+'s insurer and (ii) if client chooses to defend itself with its own counsel, the client must bear the cost without reimbursement from SP+.

Bid Bond

Our bid bond is included on the following pages.

June 3, 2025

Ryan Moritsugu
NAME SP+, A METROPOLIS COMPANY (SP PLUS LLC)
200 East Randolph Street, Suite 7700
Chicago, IL 60601

Re: CITY OF FERNANDINA BEACH
Project: CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES
Estimated Contract Price: $ .00
Bid Date: 6/5/2025
Surety: RLI GROUP

Dear Ryan Moritsugu:

Enclosed please find the above captioned bid bond, executed per your request.

The bid bond must be signed by an authorized representative of your company, notarized and sealed with the corporate seal if applicable. It is your responsibility to ensure the bid bond conforms with your needs and instructions to us, including but not limited to the correct coverages and parties, and with any laws applicable to your operations and/or the contract requiring the bid bond, and to advise us immediately, in writing, if the bid bond form so executed does not contain the proper information. Accordingly, it is incumbent upon you to carefully review the bond, and we will expect that you will, double-check all information, including signatures, dates, amounts and job descriptions for accuracy, and to verify that the bid bond form we executed is the form required by the specification. This will avoid the possibility of having a low bid rejected because of a clerical error. We will also expect you to verify that anything unusual that has been requested by the obligee is attached.

If, following your review of the bond, you do not advise us in writing of any problem or deficiency in its terms and information but submit the bond as is, your submission will constitute your verification, and we will justifiably assume, that the bond form as issued is correct and appropriate for the purpose for which it is being submitted. You further understand that we will have no liability for any deficiencies or discrepancies not brought to our attention in accordance with this letter.

The bid bond authorization is based upon your original estimate. **If the actual bid price exceeds this estimate by 10% or more, you must contact us for additional authority!**

Please call our office if you should have any questions or need any further assistance.

Good Luck on your Bid.

Sincerely,

Corinne Chapman
Record #3006847

Your bid results are very important, please mail this information back to the address below, or email your Aon representative within 5 days of the bid opening.

	Contractors Name	Contract Price
1.	_____	$ _____
2.	_____	$ _____
3.	_____	$ _____

Where did you place _____ And your price $ _____

If awarded contract, is final bond required? Yes ☐ No ☐

AIA® Document A310™ – 2010

Bid Bond

CONTRACTOR:
(Name, legal status and address)
NAME SP+, A METROPOLIS COMPANY (SP PLUS LLC)
200 East Randolph Street, Suite 7700
Chicago, IL 60601

SURETY:
(Name, legal status and principal place of business)
RLI INSURANCE COMPANY
9025 North Lindbergh Drive
Peoria, IL 61615

OWNER:
(Name, legal status and address)
CITY OF FERNANDINA BEACH
204 Ash Street, Fernandina Beach, FL 32034-4230

BOND AMOUNT: Five Percent of Amount bid (5% of Amount Bid)

PROJECT:
(Name, location or address, and Project number, if any)
CITY OF FERNANDINA BEACH
REQUEST FOR PROPOSAL 25-05
PARKING MANAGEMENT SERVICES

Project Number, if any:

This document has important legal consequences. Consultation with an attorney is encouraged with respect to its completion or modification.

Any singular reference to Contractor, Surety, Owner or other party shall be considered plural where applicable.

The Contractor and Surety are bound to the Owner in the amount set forth above, for the payment of which the Contractor and Surety bind themselves, their heirs, executors, administrators, successors and assigns, jointly and severally, as provided herein. The conditions of this Bond are such that if the Owner accepts the bid of the Contractor within the time specified in the bid documents, or within such time period as may be agreed to by the Owner and Contractor, and the Contractor either (1) enters into a contract with the Owner in accordance with the terms of such bid, and gives such bond or bonds as may be specified in the bidding or Contract Documents, with a surety admitted in the jurisdiction of the Project and otherwise acceptable to the Owner, for the faithful performance of such Contract and for the prompt payment of labor and material furnished in the prosecution thereof; or (2) pays to the Owner the difference, not to exceed the amount of this Bond, between the amount specified in said bid and such larger amount for which the Owner may in good faith contract with another party to perform the work covered by said bid, then this obligation shall be null and void, otherwise to remain in full force and effect. The Surety hereby waives any notice of an agreement between the Owner and Contractor to extend the time in which the Owner may accept the bid. Waiver of notice by the Surety shall not apply to any extension exceeding sixty (60) days in the aggregate beyond the time for acceptance of bids specified in the bid documents, and the Owner and Contractor shall obtain the Surety's consent for an extension beyond sixty (60) days.

If this Bond is issued in connection with a subcontractor's bid to a Contractor, the term Contractor in this Bond shall be deemed to be Subcontractor and the term Owner shall be deemed to be Contractor.

When this Bond has been furnished to comply with a statutory or other legal requirement in the location of the Project, any provision in this Bond conflicting with said statutory or legal requirement shall be deemed deleted herefrom and provisions conforming to such statutory or other legal requirement shall be deemed incorporated herein. When so furnished, the intent is that this Bond shall be construed as a statutory bond and not as a common law bond.

Signed and sealed this 3rd day of June, 2025

NAME SP+, A METROPOLIS COMPANY (SP PLUS LLC)
(Principal) *(Seal)*

(Witness)

(Title) ,

RLI INSURANCE COMPANY
(Surety) *(Seal)*

Samantha Chierici
(Witness) Samanatha Chierici

Corinne Chapman
(Title) Corinne Chapman, Attorney in Fact

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POWER OF ATTORNEY

RLI Insurance Company
Contractors Bonding and Insurance Company

9025 N. Lindbergh Dr. Peoria, IL 61615
Phone: 800-645-2402

Know All Men by These Presents:

That this Power of Attorney is not valid or in effect unless attached to the bond which it authorizes executed, but may be detached by the approving officer if desired.

That **RLI Insurance Company** and/or **Contractors Bonding and Insurance Company**, each an Illinois corporation, (separately and together, the "Company") do hereby make, constitute and appoint:

Sandra M. Winsted, Judith A. Lucky-Eftimov, Susan A. Welsh, Salena Wood, Derek J. Elston, Eric D. Sauer, Christina L. Sandoval, Jennifer Williams, Aerie Walton, Jennifer L. Jakaitis, Bartlomiej Siepierski, Barbara Pannier, Samantha Chierici, Kristin L. Hannigan, Roger Paraison, Nicholas Kertesz, Corinne Chapman, Jean Torres, Dartonya Wright, Tara A. Maquinto, Richard Casas, Aaron D. Griffin, Robert Nachreiner, George F. Douaire V, jointly or severally

in the City of Chicago, State of Illinois its true and lawful Agent(s) and Attorney(s) in Fact, with full power and authority hereby conferred, to sign, execute, acknowledge and deliver for and on its behalf as Surety, in general, any and all bonds and undertakings in an amount not to exceed **Seventy Five Million** Dollars (**$75,000,000.00**) for any single obligation.

The acknowledgment and execution of such bond by the said Attorney in Fact shall be as binding upon the Company as if such bond had been executed and acknowledged by the regularly elected officers of the Company.

RLI Insurance Company and/or **Contractors Bonding and Insurance Company,** as applicable, have each further certified that the following is a true and exact copy of a Resolution adopted by the Board of Directors of each such corporation, and is now in force, to-wit:

> "All bonds, policies, undertakings, Powers of Attorney or other obligations of the corporation shall be executed in the corporate name of the Company by the President, Secretary, any Assistant Secretary, Treasurer, or any Vice President, or by such other officers as the Board of Directors may authorize. The President, any Vice President, Secretary, any Assistant Secretary, or the Treasurer may appoint Attorneys in Fact or Agents who shall have authority to issue bonds, policies or undertakings in the name of the Company. The corporate seal is not necessary for the validity of any bonds, policies, undertakings, Powers of Attorney or other obligations of the corporation. The signature of any such officer and the corporate seal may be printed by facsimile."

IN WITNESS WHEREOF, the **RLI Insurance Company** and/or **Contractors Bonding and Insurance Company**, as applicable, have caused these presents to be executed by its respective Sr. Vice President with its corporate seal affixed this 27th day of February, 2025.

CONTRACTORS BONDING AND INSURANCE COMPANY CORPORATE SEAL ILLINOIS

RLI INSURANCE COMPANY CORPORATE SEAL ILLINOIS

RLI Insurance Company
Contractors Bonding and Insurance Company

By: Eric Raudins
Eric Raudins — Sr. Vice President

State of Illinois
County of Peoria } SS

On this 27th day of February, 2025, before me, a Notary Public, personally appeared Eric Raudins, who being by me duly sworn, acknowledged that he signed the above Power of Attorney as the aforesaid officer of the **RLI Insurance Company** and/or **Contractors Bonding and Insurance Company** and acknowledged said instrument to be the voluntary act and deed of said corporation.

By: Jill A. Scott
Jill A. Scott — Notary Public

NOTARY PUBLIC STATE OF OHIO
JILL A SCOTT
Notary Public
State of Ohio
My Comm. Expires
September 22, 2025

CERTIFICATE

I, the undersigned officer of **RLI Insurance Company** and/or **Contractors Bonding and Insurance Company**, do hereby certify that the attached Power of Attorney is in full force and effect and is irrevocable; and furthermore, that the Resolution of the Company as set forth in the Power of Attorney, is now in force. In testimony whereof, I have hereunto set my hand and the seal of the **RLI Insurance Company** and/or **Contractors Bonding and Insurance Company** this 3 day of June, 2025

RLI Insurance Company
Contractors Bonding and Insurance Company

By: Jeffrey D Fick
Jeffrey D Fick — Corporate Secretary

1220371020212

A0058D19

SUBMITTED BY:

RYAN GRULICH
Director of Business Development
P: 253-987-9919
E: rgrulich@spplus.com

Metropolis Parking Services
400 N. Ashley #2590
Tampa, FL 33602

spplus.com | metropolis.io

CITY OF FERNANDINA BEACH ITB OPENING TALLY

RFP 25-05 June 5, 2025; 2:00PM
RFP Name: Parking Management Systems
Attended by: Jeremiah Glisson, Lisa Finkelstein, Wanda Weaks, Tong Williamson

DATE/TIME REC'D	COMPANY NAME/LOCATION	TABS A-F	PRICE PROPOSAL	EXHIBITS A-H	ADDENDUM NO. 1
6/5/2025 11:43AM	Universal Parking and Transportation, LLC, Atlanta, GA	✓	✓	✓	✓
6/5/2025 1:08PM	LAZ Florida Parking, LLC, Miami Beach, FL	✓	✓	✓	✓
6/5/2025 11:54AM	Premium Parking Service, LLC, New Orleans, LA	✓	✓	✓	✓
6/5/2025 12:33AM	One Parking, Inc., West Palm Beach, FL	✓	✓	✓	✓
6/3/2025 11:09AM	Otto Connect, Inc., Raleigh, NC	✓	✓	✓	✓
6/5/2025 11:56AM	SP Plus, LLC, Chicago, IL	✓	✓	✓	✓
6/5/2025 12:30PM	Elite Prking SE-M, LLC, Jacksonville, FL	✓	✓	✓	✓

This is a preliminary summary of the submittals as they were opened and announced at the bid opening. Contractor/Vendor should not assume award until after final/review/recommendation for award

RFP 25-05 PAID PARKING AND TRANSPORATION SERVICES

Combined Evaluations Scoring

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES		LAZ PARKING		ONEPARKING, INC.		OTTO CONNECT, INC.		PREMIUM PARKING SERVICES, INC.		SP+ PARKING		UNIVERSAL PARKING	
			Total		Total		Total		Total		Total		Total		Total
1	Qualifications/Experience of Company	22	132.00	19	114.00	21	126.00	14	84.00	19	114.00	21	126.00	17	102.00
2	Performance Delivery Plan	20	120.00	16	96.00	19	114.00	15	90.00	16	96.00	20	120.00	17	102.00
3	References	18	72.00	18	72.00	19	76.00	14	56.00	15	60.00	18	72.00	14	56.00
4	Project Budget and Cost	16	64.00	14	56.00	19	76.00	12	48.00	18	72.00	20	80.00	14	56.00
	Total		388.00		338.00		392.00		278.00		342.00		398.00		316.00
	RANKING		3		5		2		7		4		1		6

RFP 25-05 PAID PARKING AND TRANSPORATION SERVICES

David Bishop

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES		LAZ PARKING		ONEPARKING, INC.		OTTO CONNECT, INC.		PREMIUM PARKING SERVICES, INC.		SP+ PARKING		UNIVERSAL PARKING	
			Total		Total		Total		Total		Total		Total		Total
1	Qualifications/Experience of Company	5	30.00	3	18.00	3	18.00	4	24.00	3	18.00	4	24.00	2	12.00
2	Performance Delivery Plan	5	30.00	3	18.00	2	12.00	4	24.00	4	24.00	4	24.00	2	12.00
3	References	4	16.00	3	12.00	3	12.00	3	12.00	3	12.00	4	16.00	3	12.00
4	Project Budget and Cost	4	16.00	3	12.00	3	12.00	3	12.00	4	16.00	3	12.00	3	12.00
	Total		92.00		60.00		54.00		72.00		70.00		76.00		48.00
	RANKING		1		5		6		3		4		2		7

RFP 25-05 PAID PARKING AND TRANSPORATION SERVICES

Nathan Coyle

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES		LAZ PARKING		ONEPARKING, INC.		OTTO CONNECT, INC.		PREMIUM PARKING SERVICES, INC.		SP+ PARKING		UNIVERSAL PARKING	
			Total		Total		Total		Total		Total		Total		Total
1	Qualifications/Experience of Company	3	18.00	5	30.00	5	30.00	2	12.00	5	30.00	5	30.00	5	30.00
2	Performance Delivery Plan	3	18.00	4	24.00	5	30.00	2	12.00	4	24.00	5	30.00	5	30.00
3	References	3	12.00	3	12.00	3	12.00	3	12.00	3	12.00	3	12.00	3	12.00
4	Project Budget and Cost	2	8.00	5	20.00	5	20.00	2	8.00	4	16.00	5	20.00	3	12.00
	Total		56.00		86.00		92.00		44.00		82.00		92.00		84.00
	RANKING		6		3		1		7		5		1		4
							TIED						TIED		

RFP 25-05 PAID PARKING AND TRANSPORATION SERVICES

Lisa Finkelstein

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES		LAZ PARKING		ONEPARKING, INC.		OTTO CONNECT, INC.		PREMIUM PARKING SERVICES, INC.		SP+ PARKING		UNIVERSAL PARKING	
			Total		Total		Total		Total		Total		Total		Total
1	Qualifications/Experience of Company	5	30.00	2	12.00	5	30.00	3	18.00	3	18.00	3	18.00	3	18.00
2	Performance Delivery Plan	5	30.00	2	12.00	4	24.00	3	18.00	2	12.00	3	18.00	4	24.00
3	References	4	16.00	3	12.00	4	16.00	2	8.00	2	8.00	3	12.00	2	8.00
4	Project Budget and Cost	4	16.00	1	4.00	4	16.00	3	12.00	3	12.00	4	16.00	3	12.00
	Total		92.00		40.00		86.00		56.00		50.00		64.00		62.00
	RANKING		1		7		2		5		6		3		4

RFP 25-05 PAID PARKING AND TRANSPORATION SERVICES

Jeremiah Glisson

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES	Total	LAZ PARKING	Total	ONEPARKING, INC.	Total	OTTO CONNECT, INC.	Total	PREMIUM PARKING SERVICES, INC.	Total	SP+ PARKING	Total	UNIVERSAL PARKING	Total
1	Qualifications/Experience of Company	5	30.00	5	30.00	4	24.00	3	18.00	4	24.00	5	30.00	3	18.00
2	Performance Delivery Plan	4	24.00	4	24.00	4	24.00	3	18.00	3	18.00	4	24.00	3	18.00
3	References	3	12.00	4	16.00	4	16.00	3	12.00	3	12.00	3	12.00	2	8.00
4	Project Budget and Cost	4	16.00	2	8.00	4	16.00	2	8.00	4	16.00	4	16.00	2	8.00
	Total		82.00		78.00		80.00		56.00		70.00		82.00		52.00
	RANKING		1		4		3		6		5		1		7
			TIED										TIED		

RFP 25-05 PAID PARKING AND TRANSPORATION SERVICES

Scott Mikelson

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES		LAZ PARKING		ONEPARKING, INC.		OTTO CONNECT, INC.		PREMIUM PARKING SERVICES, INC.		SP+ PARKING		UNIVERSAL PARKING	
			Total		Total		Total		Total		Total		Total		Total
1	Qualifications/Experience of Company	4	24.00	4	24.00	4	24.00	2	12.00	4	24.00	4	24.00	4	24.00
2	Performance Delivery Plan	3	18.00	3	18.00	4	24.00	3	18.00	3	18.00	4	24.00	3	18.00
3	References	4	16.00	5	20.00	5	20.00	3	12.00	4	16.00	5	20.00	4	16.00
4	Project Budget and Cost	2	8.00	3	12.00	3	12.00	2	8.00	3	12.00	4	16.00	3	12.00
	Total		66.00		74.00		80.00		50.00		70.00		84.00		70.00
	RANKING		5		3		2		6		4		1		4
											TIED				TIED

City of Fernandina Beach
RFP 25-05 Parking Management Services
Evaluation Committee Meeting Minutes
June 18, 2025 – 3:00PM
City Hall Conference Room
204 Ash Street
Fernandina Beach, FL 32034

CALL TO ORDER: City Clerk Caroline Best called the meeting to order at 3:00PM. *Location shifted to City Hall Chambers to accommodate public and media attendees.

ROLL CALL: Evaluation Committee Members: Airport Manager Nate Coyle, Deputy City Manager Jeremiah Glisson (presiding), Parks and Recreation Director Scott Mikelson, Downtown Manager Lisa Finkelstein, and Deputy Chief of Police David Bishop.

REVIEW QUALIFICATIONS: City Manager Glisson recited the Evaluation Committee Members' collective submittal scores, from highest to lowest, which were as follows: SP+ Parking (398); One Parking Inc. (392); Elite Parking Services (388); Premium Parking Services, Inc. (342); Laz Parking (338); Universal Parking (316); and Otto Connect Inc. (278).

DETERMINE NEXT STEPS: following discussion, a motion was made by Member Mikelson, seconded by Member Bishop, that the Elite Parking Services, Inc. submittal and the SP+ Parking submittal be recommended to the City Commission for their further evaluation and consideration at their July 15, 2025, regular meeting.

ADJOURNMENT: There being no further business before the Evaluation Committee, the meeting was adjourned at 3:25PM.

City of Fernandina Beach
RFP 25-05 Parking Management Services
Evaluation Committee Meeting Minutes
June 23, 2025 – 3:00PM
City Hall Chambers
204 Ash Street
Fernandina Beach, FL 32034

CALL TO ORDER: Deputy City Manager Glisson called the meeting to order at 3:00PM.

ROLL CALL: Evaluation Committee Members: Airport Manager Nate Coyle, Deputy City Manager Jeremiah Glisson (presiding), Parks and Recreation Director Scott Mikelson, and Deputy Chief of Police David Bishop. Downtown Manager Lisa Finkelstein was not in attendance.

REVIEW QUALIFICATIONS: Deputy City Manager Glisson explained that the Evaluation Committee, at their June 18, 2025, meeting, selected Elite Parking Services, Inc. and SP+ Parking submittals move forward for City Commission consideration.

City Attorney Pro Tem Harrison W. Poole Esq., in an effort to reduce the probability of bid protests, subsequently recommended that the Evaluation Committee reconvene to select a third vendor for City Commission consideration.

DETERMINE NEXT STEPS: A motion was made by Member Glisson, seconded by Member Bishop, to select the One Parking Inc. submittal as the third vendor to move forward for Commission consideration at their July 15, 2025, regular meeting. Vote upon passage of the motion was taken by ayes and nays, and being all ayes, carried.

ADJOURNMENT: There being no further business before the Evaluation Committee, the meeting was adjourned at 3:02PM.

Paid Parking Town Hall on 6/24/2025
Audience Questions

1. What is $3.5 million for Downtown in the budget for?

   Page 31 of the 24-25FY Budget contains this paragraph:
   "Major capital projects in the 2024-2025 Fiscal Year Budget include $6.5 million for airport improvements; $1.8 million dollars for storm water improvements; $2.8 million in Wastewater and Water improvements; *$3.5 million in the Downtown District Resiliency and Revitalization projects*, $1.4 million dollars for new Police and Fire vehicles and radios, and $1.6 million for Street Resurfacing, striping, sidewalks, and new equipment to include a Zipper Machine. Funds in the amount of $1.8 million have also been included for Parks and Recreation improvements to includes the Atlantic Recreation Center, MLK Center and construction of the new Waterfront Park."

   The underlined portion refers to $1 million for seawall design, $2 million for seawall construction (these were both offset with state grant revenue) and $500,000 for downtown revitalization.

2. Does dynamic pricing ever go down?

   Yes, if a dynamic pricing model is used, prices go up and down depending on availability and demand.

3. If the city commission has shared the pros of a paid system, what are the cons?

   Cons could include inconvenience, additional cost burden to users, public perception, increased administrative processes, and vendor management.

4. Will the city commission respond to the results of a referendum?

   That depends on the structure of the initiative itself; there are two types. Charter amendments have a statutory process and become a binding part of the City's Charter (our constitutional framework). Other initiatives are "straw polls". They collect voter input but leave the ultimate decision to the city commission. Each

commission member would need to speak to their personal decision-making process.

5. Short term vacation rentals are currently charged $250/year to register. What would the income be if that were raised to $2,000/year each?

   The current fees to register a short-term vacation rental (STVR) in Fernandina are:

   FEES

   New Permits (2024): $300.00
   Renewals (2024): $200.00
   Transfers (2024): $5.25 each

   The city currently collects $138,400 annually from 692 existing STVRs. That number would increase to $1,384,000 if the renewal rate was increased to $2,000/year. These are General Fund Dollars.

6. What were the actual calculations for the initial revenue assumption model?
   The calculations were as follows:

   Revenue

   $1,370,880 hourly street parking (660 spaces x 70% occupied x 10 hrs/day x 296 days x $1.00/hr)
   $ 88,704 hourly lot parking (88 spaces x 70% occupied x 296 days x $5.00/day)
   $ 954,725 generated by annual permit holders (9,547 permits x $ 100)
   $2,413,388 Total Revenue

   Expenses

$156,959	Sales Tax (State)
$196,716	Credit Card Fees (processor)
$123,847	Payroll & Benefits (provider)
$ 91,817	Operating Expenses (provider)
$ 21,600	Management Fee (provider)
$590,939	Total Expenses

   Net income to the city: $1,822,449

7. Has the meeting impacted the current city commission?

Commissioners were pleased so many came out to share their perspectives. Several good points were raised that will involve more research or questions for the firms that will be interviewed on July 15. Each commission member would need to speak to the impact on them personally.

City Commission Workshop
15-Jul-25
RFP 25-05 Paid Parking and Transportation Services
Commissioner Evaluation Form

	Criteria	Weight
1	Qualifications/Experience of Company	30
2	Performance Delivery Plan	30
3	References	20
4	Project Budget and Cost	20
		100

Rating (used to fill in yellow boxes)

0	Did not address
1	Significant deficiencies
2	Some deficiencies
3	Meets requirements/expectation
4	Slightly exceeds expectations
5	Greatly exceeds expectations

		ELITE PARKING SERVICES	Total	ONEPARKING, INC	Total	SP+ PARKING	Total
1	Qualifications/Experience of Company		0.00		0.00		0.00
2	Performance Delivery Plan		0.00		0.00		0.00
3	References		0.00		0.00		0.00
4	Project Budget and Cost		0.00		0.00		0.00
	Total		0.00		0.00		0.00