

Public Parking & Centralized Valet

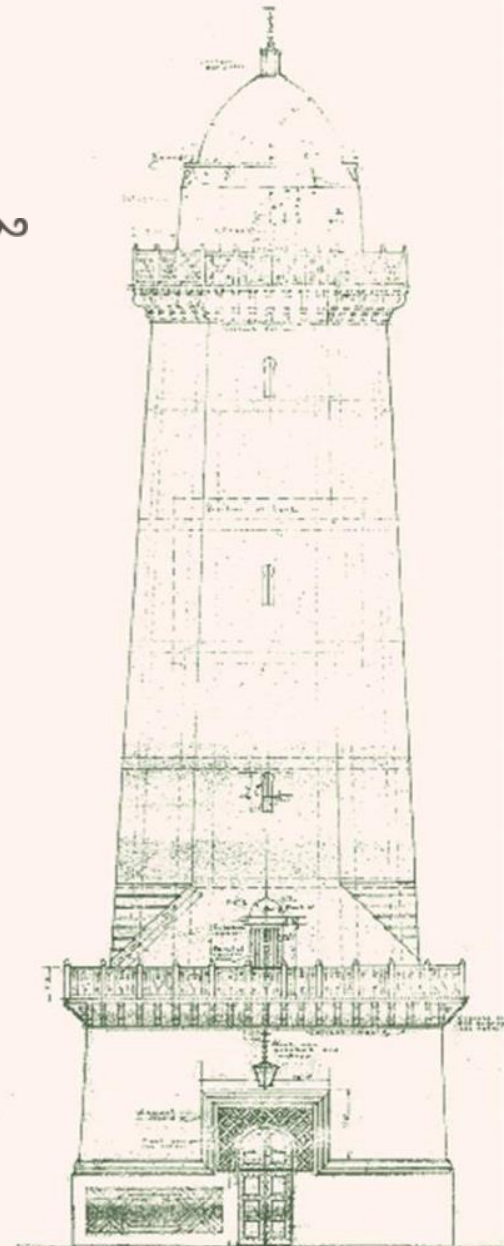
CITY BEAUTIFUL
CONVENIENCE

**CORAL
GABLES**
THE CITY BEAUTIFUL



MISSION

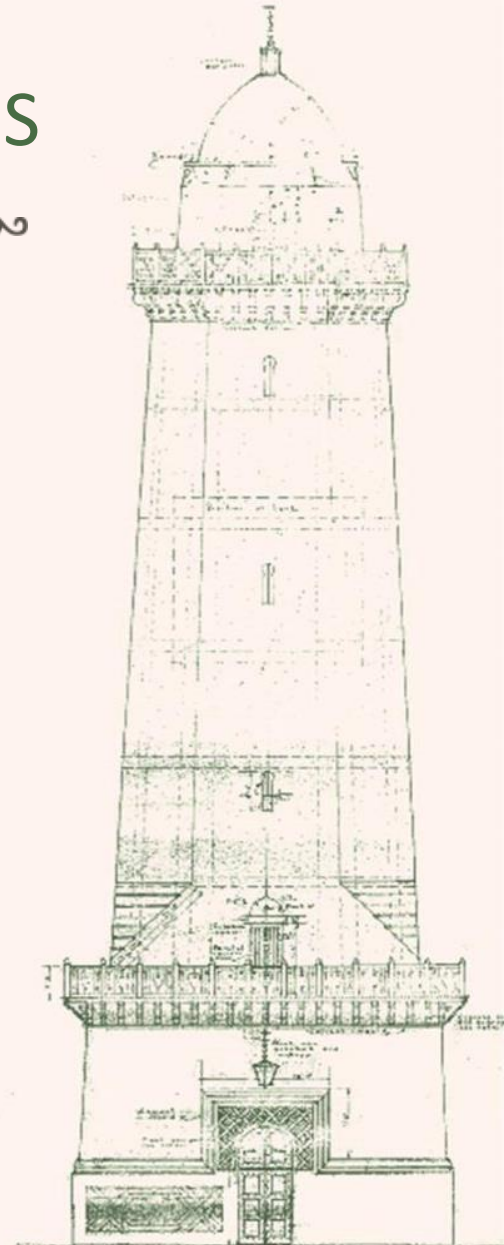
To provide safe, high-quality, customer focused transit and public parking services by managing public resources in a fair and efficient manner for the benefit of businesses and residents.



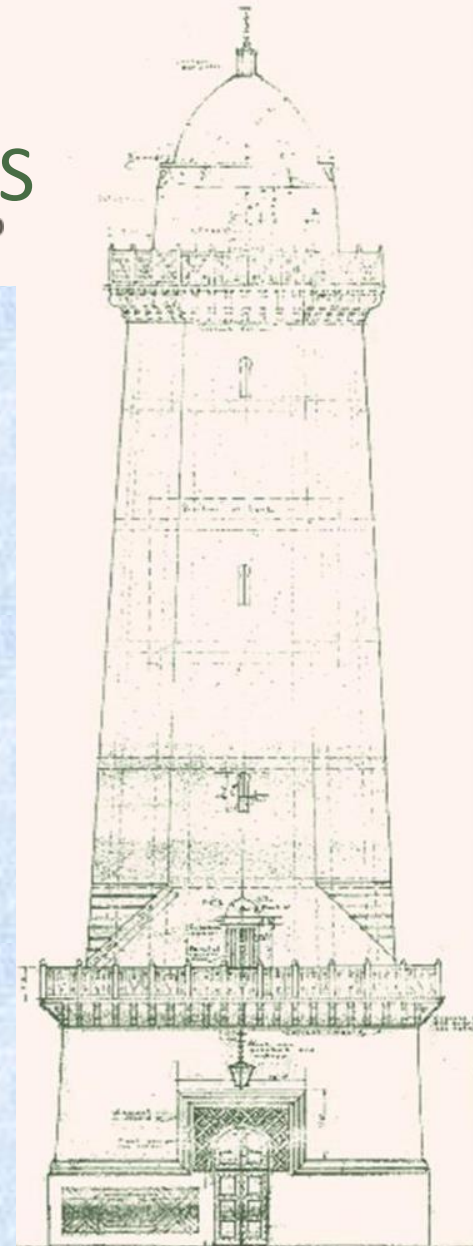
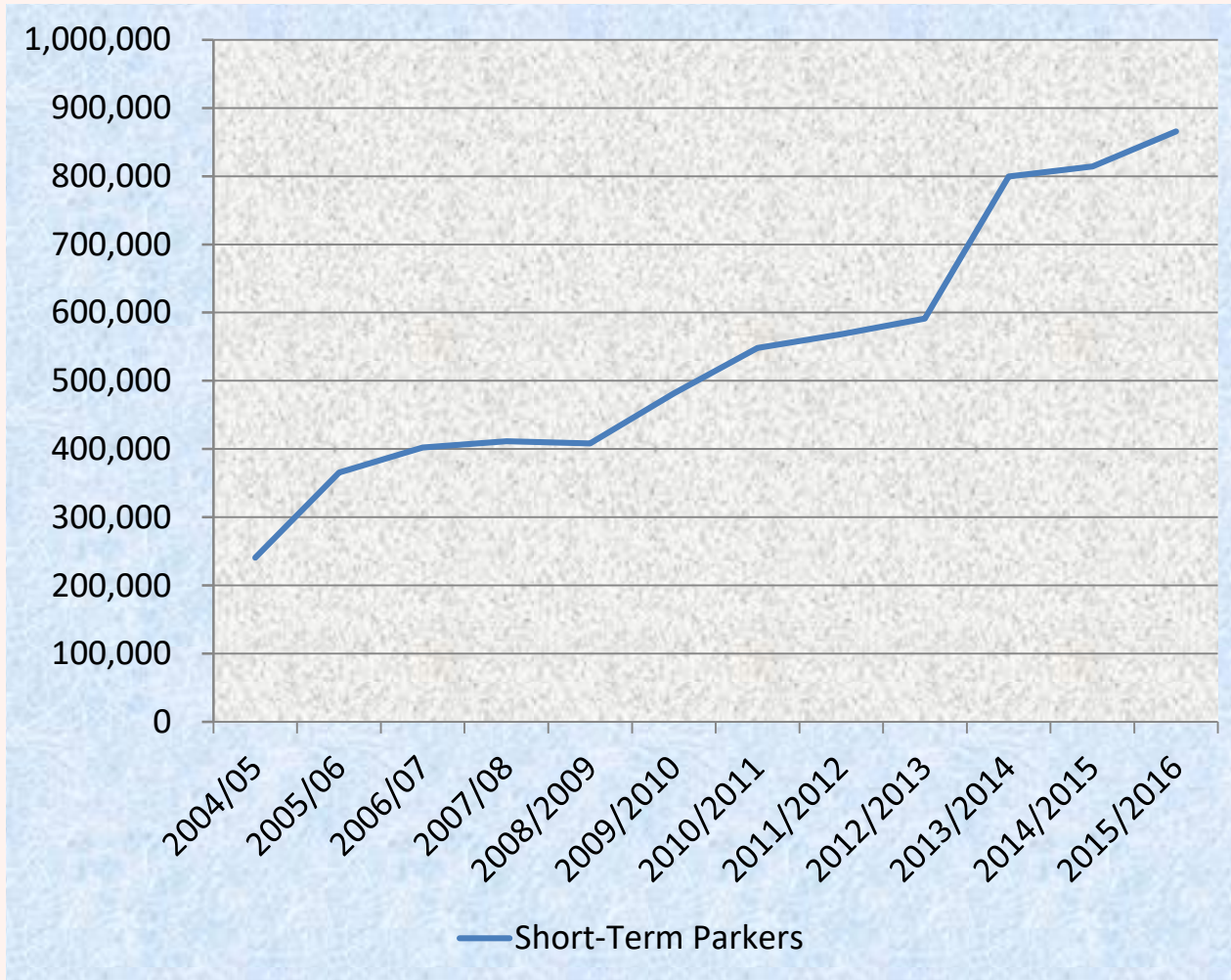
UNDERLYING PRINCIPALS



- Parking is a Service Business
- Prioritize Parking for District Visitors
- Encourage Turnover in Premium Spaces
- Demand Based Pricing
- Park Once
- Technology is a Tool to Improve Efficiency

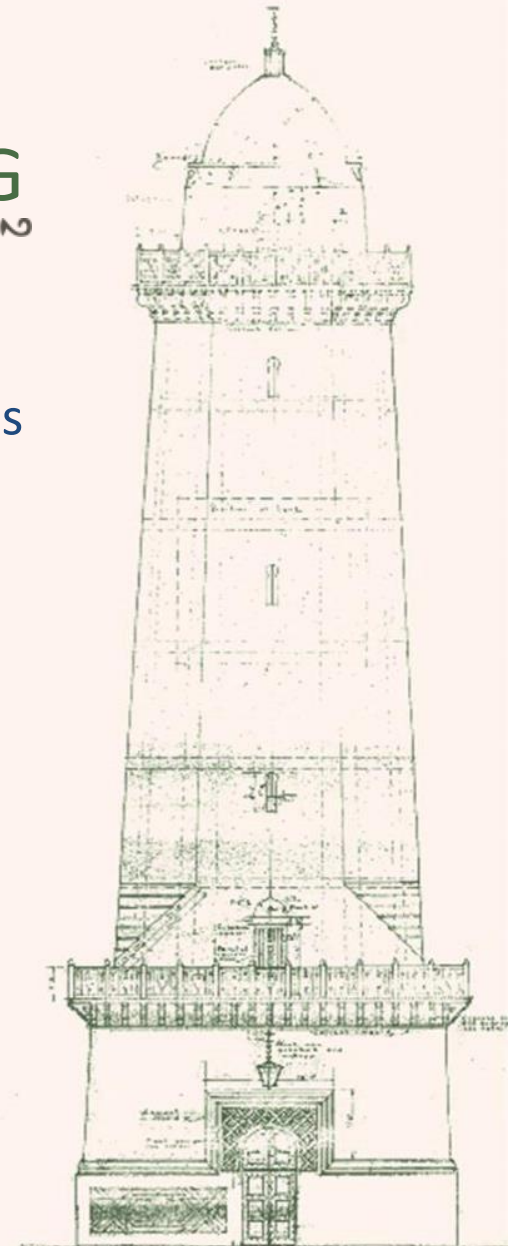


HOURLY GARAGE PARKERS



CORAL GABLES PARKING

- 8,413 Public Parking Spaces
 - Annually, 2.4 Million Pay By Phone Transactions
- 2,355 Parking Spaces Managed in BID
 - Annually >2,600,000 Paid Parking Transactions
- Peak Meter Occupancy >90%
- Peak Off-Street Occupancy >82%
- Historically >10% of On-Street Spaces are Valet



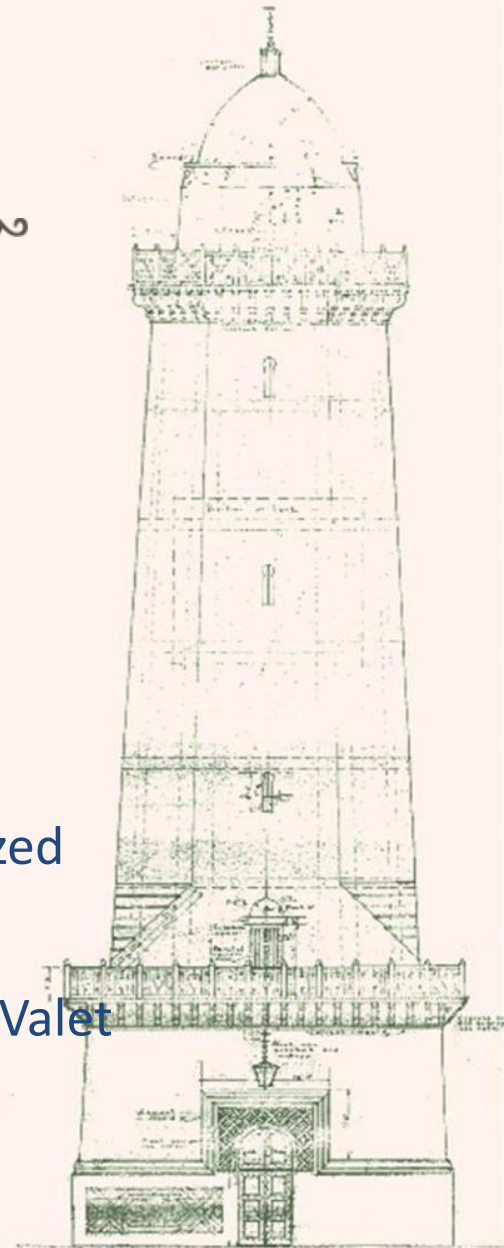
LEGEND

- - 1. Graziano's
- - 2. Tap 42
- - 3. Mesa Mar
- - 4. Caffè Abbracci
- - 5. Ruth's Chris
- - 6. Bocas House
- - 7. BrickTops
- - 8. Swine
- - 9. Bulla Gastrobar
- - 10. Fleming's
- - 11. Maroosh
- - 12. Son Cubano
- - Temporary Valet for Giralda Ave
- - Existing Centralized Valet
- - - Project Area



CENTRALIZED VALET

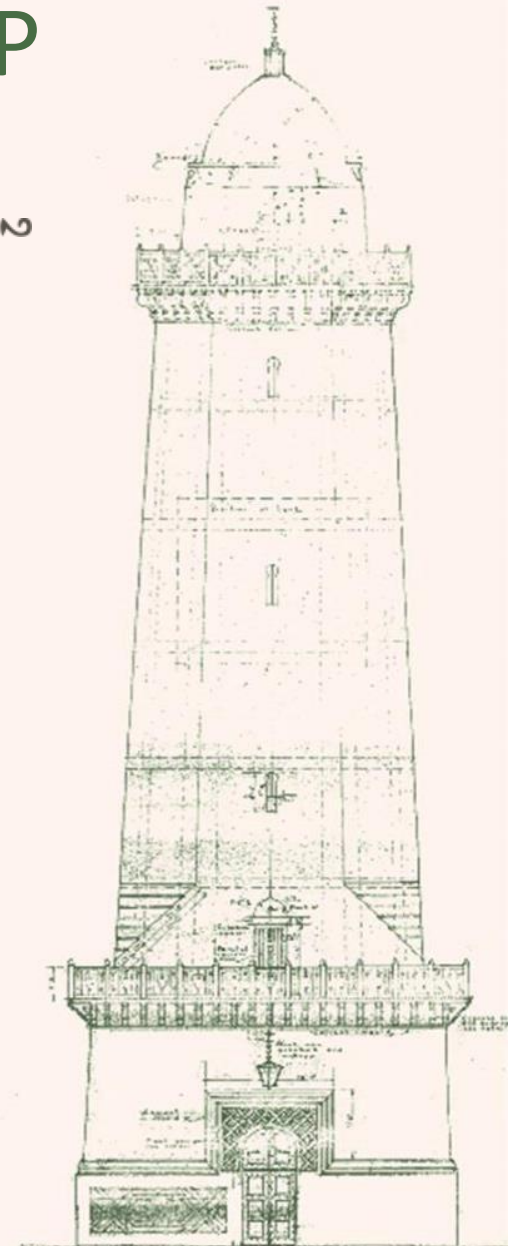
- Since 2006 - 5 Valet Stands on Miracle Mile
- 60,000 Vehicles Parked Annually
- Park and Pick up at Any Stand
- City Hired a Consultant in 2014 to Review Centralized
- City Began Looking to Change/Expand Centralized Valet
- RFP Issued in Spring 2018

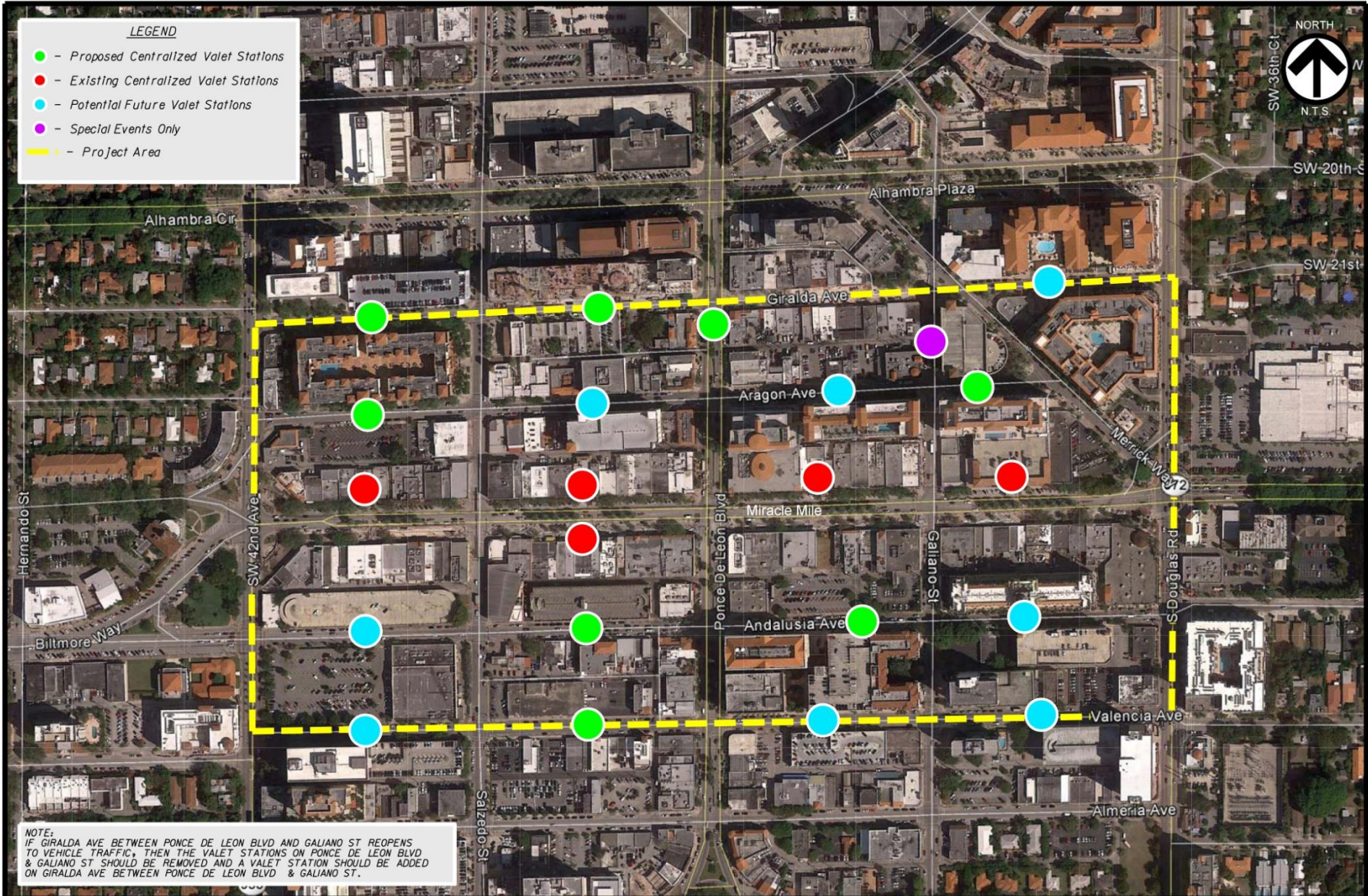


CENTRALIZED VALET RFP OBJECTIVES



- Direct City Management of Centralized Valet
- Reduce Parking Spaces Occupied by Valet
- Reduce/Consolidate Valet Stands
- Develop Uniform Branding
- Standard and Consistent Customer Service
- Integration of Technology (Cashless Transactions)
- Real-time Access to Operational Data





Coral Gables
 Centralized Valet Parking Evaluation

Centralized Valet Stations

Exhibit

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