CITY OF CORAL GABLES, FLORIDA

PARKING CASHIERS, ATTENDANTS AND SUPERVISORS FOR THE CITY'S PARKING FACILITIES

REQUEST FOR PROPOSAL

RFP 2014.06.19

JULY 31, 2014

PRESENTED BY:
David M. Zell, RPA
LAZ PARKING
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TABLE OF CONTENTS

TITLE		PAGE
A.	**Title Page**	**2**
B.	**Table of Contents**	**3**
C.	**Proposer Acknowledgment Form**	**4**
D.	**Business Profile / Background and Structure of Firm** *History of the firm – References of Similar Projects*	**5**
E.	**Management Team and Key Personnel Qualifications** *Our Team – Hiring, Training & Benefits – Transition Plan*	**23**
F.	**Project Understanding, Proposed Approach and Methodolgy** *Equipment – Houskeeping & Maintenance – Ancilary Services*	**49**
G.	**Clinet Survey (sent in directly from our clients)**	**58**
H.	**Hourly Rates (Pricing Page)**	**59**
I.	**Attacment A – Procurment Forms:** *Proposer Acknowledgement - Proposers Statement - Validation - Americans with Disabilities (ADA) - Non Collusion Affidavit - Drug Free Workplance - Certification of Proposers Statement – Addendums Section 6 – Certification of Proposers Statement – Public Entity Crimes Statement – Pricing Page (copy)*	**60**

C. PROPOSER ACKNOWLEDGEMENT

CITY OF CORAL GABLES, FL

2800 SW 72nd Avenue, Miami, FL
33155 Finance Department /
Procurement Division

Tel: 305-460-5102 / Fax: 305-261-1601

PROPOSER ACKNOWLEDGEMENT

RFP Title: Parking Cashiers, Attendants, and Supervisors for City Parking Facilities **RFP No. 2014.06.19** A cone of silence is in effect with respect to this RFP. The Cone of Silence prohibits certain communication between potential vendors and the City. For further information, please refer to the City Code Section 2-1059 of the City of Coral Gables Procurement Code.	Proposals must be received prior to **2:00 p.m., Thursday, July 31, 2014** and may not be withdrawn for a period of up to 90 calendar days after opening. Proposals received by the date and time specified will be opened in the Procurement Office located at 2800 SW 72nd Avenue, Miami, FL 33155. All proposals received after the specified date and time will be returned unopened. Contact: Pamela Leja-Katsaris Title: Assistant Chief Procurement Officer Telephone: 305-460-5102 Facsimile: 305-261-1601 Email: contracts@coralgables.com

THIS FORM MUST BE COMPLETED AND SUBMITTED ALONG WITH THE COMPLETE PROPOSAL PRIOR TO THE DATE AND THE TIME OF PROPOSAL OPENING.

Proposer Name: LAZ Florida Parking LLC	FEIN or SS Number: 26-1172679
Complete Mailing Address: 404 Washington Ave. Suite 720 Miami Beach, FL 33139	Telephone No.: (305) 913-4882
	Cellular No.: (786)295-7860
Indicate type of organization below: Corporation: x Partnership: Individual: Other: ___	Fax No.: (305) 913-4887
Bid Bond / Security Bond (*if applicable*)_____%	Email: Lmacedo@lazparking.com or dzell@laaparking.com

ATTENTION: FAILURE TO SIGN (PREFERABLY IN BLUE INK) OR COMPLETE ALL RFP SUBMITTAL FORMS, INSURANCE, ADDENDUM(S) ACKNOWLEDGEMENT AND ALL PAGES OF THE RFP DOCUMENT MAY RENDER YOUR RFP NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS SUBMITTAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE RFP DOCUMENTS AND THAT THE PROPOSER HAS MADE NO CHANGES IN THE RFP DOCUMENT AS RECEIVED. THE PROPOSER FURTHER AGREES IF THE RFP IS ACCEPTED, THE PROPOSER WILL EXECUTE AN APPROPRIATE AGREEMENT FOR THE PURPOSE OF ESTABLISHING A FORMAL CONTRACTUAL RELATIONSHIP BETWEEN THE PROPOSER AND THE CITY OF CORAL GABLES FOR THE PERFORMANCE OF ALL REQUIREMENTS TO WHICH THIS RFP PERTAINS. FURTHER, BY CHECKING THE AGREE BOX LISTED BELOW AND BY SIGNING BELOW PREFERABLY IN **BLUE INK** ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY SPECIAL INSTRUCTION SHEET(S) IF APPLICABLE. I AM AUTHORIZED TO BIND PERFORMANCE OF THIS RFP FOR THE ABOVE PROPOSER.

Agree ☐ X (Please check box to acknowledge this solicitation)

Signed document with Procurement forms

	GENERAL MANAGER	**July 30, 2014**
Authorized Name and Signature – LUIS MACEDO	*Title*	*Date*

D. BUSINESS PROFILE, BACKGROUND AND STRUCTURE OF FIRM

LAZ Parking was formed in 1981 as a valet parking company servicing the hospitality industry in the New England area. While soliciting to provide valet parking services for the Hilton Hotel in Hartford, LAZ Parking was afforded the opportunity to manage the entire parking operation, which included a 600 space-parking Facility. In our first year operating the facility, we improved the net operating income by 50%. Today that same story resonates in each facility we acquire, always with the same results, increased profitability and better service.

Today, LAZ Parking is a national parking company, headquartered in Hartford, CT, with regional offices in, ***Miami,*** Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, New York, Philadelphia, San Diego and Washington, DC. In existence for 30+ years, LAZ Parking now manages over 1,800+ locations in 24 states, 240 cities, and maintains gross revenues in excess of $575 million annually.

PARTNERS IN PARKING™

LAZ Parking trademarked this phrase because it best describes the essence of our company. We are not a typical parking management company. We are truly focused on providing the highest level of client and customer service partnered with a custom operating program that is site specific while exceeding the financial expectations of each of our client's parking assets. We are proactive rather than reactive, we are creative not complacent. We foster a working relationship that goes beyond a normal vendor relationship. We become your parking partner. We develop unique and innovative parking solutions to assist in making each parking operation we manage an overwhelming success.

LAZ Parking's portfolio includes: major entertainment/event parking, residential buildings, hotels & resorts, office buildings, mixed-use projects, on-street/municipal parking, shuttle systems, consulting, hospitals and medical complexes, stand-alone facilities, surface lots, valet parking sites, airports and university parking.

LAZ Parking has separate operating divisions around the country;

- ***LAZ Florida Parking, LLC*** – Our Florida region consists of over 60 locations in the greater Miami area, Bal Harbour, Clearwater, Daytona Beach, Ft. Lauderdale, Jacksonville, Naples, Orlando, St. Augustine, St. Petersburg and Tampa. Our Florida regional office is located in Miami, with supporting city offices in Jacksonville, Orlando and Tampa.

- **LAZ Parking, LTD, LLC** – Our corporate headquarters provides services throughout Southern New England including Hartford, New Haven, Bridgeport, Norwalk, and Stamford, Connecticut.

- **LAZ Parking Limited, LLC** – Our regional office in Boston services Northern New England including Massachusetts, New Hampshire and Rhode Island.

- **LAZ Parking Georgia LLC** – This region is one of the fastest growing parking companies in the Southeast and encompasses operations in Georgia, Alabama, North Carolina, and South Carolina, with over 100 locations and more than 500 employees.

- **LAZ Parking Mid-Atlantic, LLC** – This region has over 100 locations and is supported by our city office located in Washington, DC. This region handles operations in the Pennsylvania, Virginia, Maryland, and Washington DC markets. It includes such prestigious accounts as: World Bank and WMATA (Largest Transit Authority in USA)

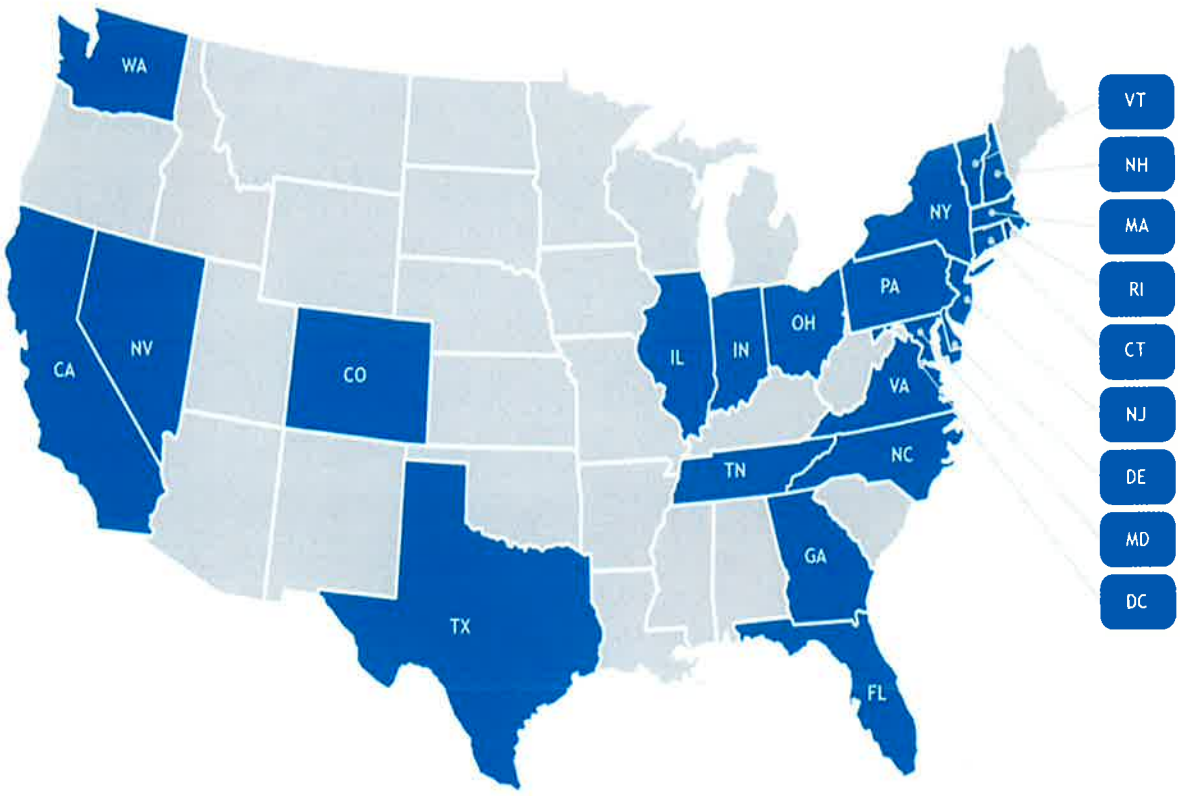
- **LAZ Parking New York/New Jersey, LLC** – Our office in Manhattan services Manhattan, Long Island, Westchester County, Rockland County and upstate New York, along with Northern New Jersey.

- **LAZ Parking Texas, LLC –** Established in June of 2006, this location now operates Victory Park in Dallas, which includes the operations of a W Hotel, along with residential, retail and event venues in Austin, Dallas, Houston, San Antonio and Albuquerque, New Mexico.

- **LAZ Parking Chicago, LLC –** Our Midwest office is located in the heart of downtown Chicago. LAZ began operations in December of 2006 at four downtown facilities, which comprise over 9,200 parking spaces. This contract represents one of the largest parking systems in the world. The market now includes 15 additional locations, including the largest Hyatt hotel in the United States and the 46,000 space on-street parking system.

- **LAZ Parking California & Sunset Parking Service, LLC** – Our Western Regional Office is comprised of a partnership with Sunset Parking Service. Sunset has served Southern California since 1981, and operates 165 locations, employs 600 people and has a strong presence in the San Diego, Orange County, and Los Angeles markets.

- **LAZ Ultimate Parking –** In late 2008, LAZ Parking formed a partnership with hospitality parking professional, Ultimate Parking. This acquisition represents the LAZ Parking commitment to enhanced services and value offered to hospitality clients and guests. LAZ Ultimate Parking consists of 150 locations and over 750 parking hospitality professionals.



LAZ Parking Fast Facts	
Founded:	1981
Number of Locations:	1,800
Number of Parking Spaces:	725,000
Annual Managed Revenues:	$780 Million
Number of Employees:	7,300
States / Cities:	25 / 240
Portfolio Mix:	Managed, Leased and Owned
Market Segments:	Hospitality & Valet, Office Buildings, Medical & Hospital, Airport & Transportation, Campus, Government & Municipal, Retail & Mixed Use, Event Parking, Residential Buildings and Shuttle Services
Regional Offices:	Atlanta, Boston, Chicago, Columbus, Dallas, Hartford (Home Office), Los Angeles, Miami, New York, Philadelphia, San Diego, San Francisco, Washington DC

LAZ Parking is a national parking company with over 7,300 employees in 24 States, across 240 Cities with major regional offices on the East Coast in New York, Boston, Philadelphia, Chicago, Washington, D.C., Atlanta, Dallas, Houston and Miami and on the West Coast in Los Angeles, San Diego and San Francisco.

LAZ Parking was established in 1981 as a valet parking company in Hartford Connecticut and from its humble beginnings grew organically throughout the Northeast US. In the fall of 2007, LAZ Parking combined forces with Europe's top parking operator, VINCI Park, in a transaction that resulted in a significant investment by VINCI in LAZ. This transaction represented a mutual growth strategy, allowing LAZ to continue its U.S. expansion and allowing VINCI to add the United States to its international portfolio supported by LAZ's top-quality management and successful track record of significant growth. Subsequently, through a mix of acquisitions and continued organic growth, from its modest beginnings LAZ is now the second largest parking management and solutions provider in the United States.

LAZ Parking's portfolio includes major off-street and on-street municipal parking systems, sports venues/ entertainment/event parking, residential buildings, hotels and resorts, office building, mixed-use projects, hospitals and medical complexes, airports, university parking, and valet-oriented parking specifically for high end restaurants and world class hotels.

LAZ is the first and only parking operator in the United States to have successfully completed privatization of the parking assets of a first tier U.S. city, Chicago, IL. LAZ, together with its financial partner Morgan Stanley Infrastructure Partners ("MSIP"), entered into long-term parking concession lease agreements with the City of Chicago with up-front concession values of $563 million 99 year lease/concession of Chicago Downtown Public Parking System at Millennium Park consisting of four underground garages totaling 9,178 parking spaces and $1.15 billion 75 year lease/concession of Chicago On-street Metered Parking System with over 36,000 spaces. In all, nearly one third of the parking spaces under LAZ management are public agency spaces (State, County and Municipal). Additionally, in 2012, LAZ partnered with QIC Infrastructure in a $483 million Public Private Partnership transaction for the long term lease of The Ohio State University parking system.

LAZ Parking operates through regional offices headed by officers of the company. Through these offices, LAZ Parking offers its clients the resources of a large company but with the attention and responsiveness more typical of a local company.

While no two parking locations are exactly alike, LAZ Parking operates more than 200,000 municipal, transit and government agency parking spaces in the US. In fact, Municipal and Public Service parking (State, County, and Local Government) account for nearly one third of the parking spaces under contract by LAZ.

Government Agency & Municipal Clients	
Client	**# of Spaces**
Washington Metro Area Transit Authority (DC)	59,000
City of Chicago Meters System (IL)	37,000
The Ohio State University (OH)	36,000
Massachusetts Bay Transportation Authority (MA)	25,037
Metro North Railroad (NY)	13,535
City of Chicago Millennium Park Garages (IL)	9,127
Harris County (TX)	4,071
San Francisco Municipal Transportation Agency (SFMTA)	4,047
Norwalk Parking Authority (CT)	4,000
City of Syracuse (NY)	2,600
Schenectady Redevelopment Authority (NY)	2,200
Metropolitan Transportation Authority (NY)	2,100
City of Binghamtom (NY)	2,071
City of South Miami (FL)	1,375
City of Walnut Creek (CA)	1,292
Port Authority of New York (NY)	1,250
City of Daytona Beach (FL)	1,080
City of Berkeley (CA)	957
University of Miami (FL)	750
Village of Bal Harbour (FL)	400
State of California, State Parks	350
Town of Surfside (FL)	80
U.S. Total Spaces	**208,322**

REFERENCES

City of South Miami, Florida

Contact: Alfredo Riverol - Chief Financial Officer
Phone: (305) 663-6343
Email: ariverol@southmiamiflorida.gov

Norwalk Parking Authority

Contact: Kathryn Hebert – Executive Director, City Hall
Phone: (203) 854-7712
Email: khebert@norwalkct.org

Harris County Parking Facilities

Contact: Desiree Smith – Contract Administrator / FPM
Phone: (713) 755-4248
Email: desiree.smith@fpm.hctx.net

Port Authority of NY and NJ

Contact: Dave Heiser – Manager Commercial Leasing
Phone: (212) 435-8316
Email: dheiser@panynj.gov

City of Binghamton Parking Authority

Contact: Anthony Mincolla III, Chairman
Phone: (607) 772-7151
Email: rross@mbta.com

Millennium Garages Chicago, IL

Contact: Dennis Pedrelli – CEO, AMI Group
Phone: (312) 262-6862
Email: dpedrelli@amigroupllc.com

The Ohio State University

Contact: Sarah Blouch – President, CampusParc
Phone: (614) 206-0774
Email: sblouch@campusparc.com

Additional references available on request.

The City of South Miami has seen a steady increase in parking revenues under LAZ Parking's management of its municipal parking program. Seven days a week we provide collections, ticket enforcement and maintenance of the City owned equipment for 764 on-street and off-street meters (individual coin meters and pay by spaces machines) as well as a 450 spaces automated parking garage. ***NET OPERATING INCOME to the City has increased each of the last three years***

Contact for the City of South Miami, Florida:
Alfredo Riverol, CPA, CRFA, CGFM, CGMA
Chief Financial Officer
(305) 663-6343
ariverol@southmiamiflorida.gov

Norwalk Parking Authority
Norwalk, CT

When LAZ Parking began operating the Norwalk Parking Authority facilities in 2003, the system was losing over $600,000. LAZ has turned the operation around and at the end the first year of LAZ operation created a net operating income of more than $500,000. Today the parking program is completely self-sufficient and contributes annually to the City General Fund. LAZ Parking has introduced state of the art automation technologies as well as payment options that have significantly reduced operating expenses while enhancing the level of customer service. This has resulted in significant increases to net operating income. Through innovative management strategies, we have significantly increased permit sales and hourly parking activities without sacrificing service requirements. Over the past two years, LAZ Parking has been instrumental in retrofitting the lighting in four of the City of Norwalk's parking garages, resulting in increased energy savings and lighting levels. Additionally, LAZ introduced credit card accepting single space meters and License Plate Recognition enforcement, which has increased violation issuance and payment compliance.

Contact: Kathryn Hebert – City Hall Purchasing Department
Phone: (203) 854-7712
Email: khebert@norwalkct.org

Date: January 2003
Revenue Control: Amano-McGann, 3 Pay on Foot, 6 Pay in Lane, IPS Meters, CALE pay stations, AutoCite Enforcement Handhelds, Gentech License Plate Recognition
Staffing: 30
Spaces:4,000
Gross Revenues: $5.6 million
Location: 4 garages, 9 surface lots, On-street Meters and Enforcement Functions, Aquarium Valet Parking Services

Harris County Parking Facilities - Houston

LAZ provides parking management, enforcement oversight, and parking consulting services of the Harris County Parking Facilities. When LAZ took over the operation in 2010 we made technological improvements to the existing system by introducing pay on foot, pay in lane, and digital pay stations to the garages and surface lots in the portfolio. These improvements have created efficiencies in the functionality of the facilities, accountability of revenue and overall better customer service. LAZ has improved top line budgeted revenue by over $1 million dollars, a 33% increase, in our first year of operation.

Contact: Desiree Smith – Contract Administrator / FPM
Phone: (713) 755-4248
Email: desiree.smith@fpm.hctx.net

Date: October 2010
Revenue Control: Amano-McGann revenue and access control including pay on foot and pay in lane technology in Garages and Digital LUKE machines in Surface lots
Staffing: 30
Spaces: 4,071
Gross Revenues: $4.3M
Location: [Annual Budget]

Port Authority of NY and NJ

LAZ provides 24hr self-park and valet to over 500,000 vehicles per year at Manhattan's 2nd largest public parking facility. LAZ has incorporated automated technology such as reversible lanes, credit card in/out, pay-on-foot, pay-in-lane, cashiering and monthly access card exit, and reducing per-transaction time to less than 10sec. for faster exits, increased customer satisfaction and greater revenue. Stringent management ensures that only 4% of exit transactions are cashiered, while 64% use pay-in-lane and 32% use pay-on-foot, drastically reducing labor expense. Co-developed a branding package which increased transient revenue, implemented preferred parking program to increase monthly revenue.

Contact: Dave Heiser – Manager Commercial Leasing
Phone: (212) 435-8316
Email: dheiser@panynj.gov

Date: December 2005
Revenue Control: 3M (Federal APD) – Pay in Lane, Pay on Foot, Credit card in/out, Value Pass, LPR
Staffing: 8
Spces:
Gross Revenues: $9.9 million
Location: 625 8th Avenue, New York, NY 10018

Washington Metro Area Transit Authority (WMATA)

LAZ provides staffing (PCAR) and oversight for all locations throughout the WMATA Transit Rail System. This includes 57 locations with approximately 60,000 parking spaces throughout Maryland, Virginia and Washington, DC. Our main function is customer service; as well as assisting and providing general information to the METRO ridership. Parking locations are primarily surface lots with pay in lane technology accepting both Credit Cards and WMATA's Smart Trip card.

Contact: Patrick Schmitt – WMATA
Phone: (202) 962-1783
Email: rpschmitt@wmata.com

Date: June 2004
Revenue Control: Amano-McGann Pay-in-lane in each location, Smart Trip and Credit Cards
Staffing: 80
Spaces: 60,000
Gross Revenues: $61 million
Location: 57 locations in Greater Washington DC, including Maryland and Virginia

City of Syracuse, New York

LAZ Parking started managing the garages for the City of Syracuse in April of 2009. This contract was expanded in 2012 to encompass five of the City's nine facilities. LAZ is responsible for the complete operation of the locations and reports directly to the City Parking Supervisor and as such are responsible for all daily maintenance and the revenue control duties. All revenues are deposited directly into the City's account and reported in detailed income records by the 10th of each month. LAZ is also tasked with the snow plowing and removal on a per storm basis. All of the garage roof decks and sidewalks have to plowed and ready for business by 7:00 am. As part of our contract. LAZ provides special event parking management services for the city that include changing the hours of operation and fee collection methods depending on the event as well as reversing ingress and egress due to street closings for events.

Date: December 2009
Revenue Control: 3M (Federal APD)
Staffing: 16
Spaces: 2600
Gross Revenues: Provided upon request
Locations: 5 Parking Garages

City of Binghamton Parking Authority, New York

LAZ Parking manages three garages and one surface lot for the City of Binghamton Parking Authority. Each year, LAZ develops and submits a fixed operating budget for approval by the Authority and have successfully stayed within budget for the past seven years. Our responsibilities include monthly billing, revenue collection and auditing, facility maintenance and snow removal in a snow intensive climate. Our Operations Manager, Carl Petro, has served the City of Binghamton for more than 35 years.

Contact: Anthony Mincolla III, Chairman
Phone: (607) 772-7151
Email: rross@mbta.com

Date: December 2007
Revenue Control: 3M (Federal APD)
Staffing: 11
Spaces: 2,071
Gross Revenues: Provided upon request
Location: 3 Garages & 1 Surface Lot

Schenectady Metroplex Development Authority

In 2004 LAZ Parking commenced management of a total of 9 parking facilities on behalf of the Schenectady Metroplex Development Authority. One facility is a garage containing over 1,100 parking spaces, and the remaining 8 are public surface lots encompassing over 1,000 spaces. The parking facilities service area residents, office buildings, restaurants, and the landmark Proctor's Theatre. To meet the challenge of converting free surface lot parking to pay parking, LAZ Parking developed a comprehensive and well-coordinated plan to implement a pay parking program at each of the surface lots. This program was successfully implemented in June of 2005. We continue to improve audit and revenue collection at these facilities today.

Contact: Jayme Lahut, Executive Director
Phone: (518) 377-1109 Ext.102
Email: jlahut@schenectadymetroplex.org

Date: December 2004
Revenue Control: Scheidt & Bachman Fully Automated- 6 POF, 10 In & Out Lanes, CC In & Out
Staffing: 15
Spaces: 2200
Gross Revenues: : Provided upon request
Location: 1 2,000 space garage and 8 surface lots totaling over 1,000 spaces

SF Municipal Transportation Agency
San Francisco, CA

Successfully winning the contract through an RFP process, LAZ took over the day-to-day operations of the five SFMTA garages on February 1st, 2012. LAZ has increased maintenance and upgraded systems. Additionally we have added a high level manager team and increased training for the parking staff. Other changes include marketing programs utilizing online bill-pay for monthly customers through PARIS and a PARCS preventative maintenance plan. LAZ Parking's staff also oversees the 7 day a week security and janitorial subcontractors for the facilities as well as runs the parking access to the garages for special events such as the Moscone Event Center, which regularly use these highly desirable locations for patron parking.

Date: February 2012
Services: Cashier, Stack and Valet Parking
Locations: 6 SFMTA Parking Garages and 1 Surface Lot
Spaces: 4,047

City of Berkeley
Berkeley, CA

In August of 2011 LAZ was chosen as the Parking operator for the City of Berkeley's off-street parking facilities in Downtown Berkeley, CA. The garages support 100 plus validation providers for the various businesses including the Downtown Business Association, the Berkeley Chamber of Commerce, University of California Berkeley and numerous Sporting events including UCB football and UCB basketball games. Center St. garage's primary users include the City of Berkeley and the Arts & Theatre district. The Telegraph Garage's primary users include The University, and over 80 shops, business and restaurants. The Oxford garage's primary users include the David Brower Center and the University.

Date: August 2011
Revenue Control: Combination of Amano-McGann and Secom PARCS Equipment. Includes 4 POF's, 4 Cashiers stations, 4 In lanes, 5 Out lanes.
Spaces: 957
Staffing: 19 employees
Gross Revenues: $2,500,000
Locations: 3 Garages – Center Street located at 2035 Center St., Telegraph/Channing located at 2450 Durant St & Oxford located at 2200 Fulton St.

City of Walnut Creek
Walnut Creek, California

Successfully winning the contract through a highly competitive RFP process, LAZ took over the day-to-day operations of the three 24/7 fully automated City garages beginning October of 2011. LAZ has increased maintenance and upgraded systems, including commissioning a new prepay by credit card system, and will power-wash each of the garages quarterly. Additionally we have added a high level manager and increased training to the parking ambassador program. Other changes include marketing programs utilizing social media like Facebook and Twitter and online bill-pay for monthly customers through PARIS. We have begun to develop new customer service programs, including "parker appreciation days" and free carwash drawings. LAZ Parking's staff also manages parking access to the lots for special events and film crews, which regularly use these highly desirable locations.

Contact: Matt Huffaker
Phone: (925) 256-3550
Email: huffaker@walnut-creek.org

Date: October 2011
Revenue Control: Scheidt & Bachman Fully Automated- 6 POF, 10 In & Out Lanes, CC In & Out
Spaces: 1,292
Staffing: 20
Gross Revenues:
Location: 3 high turnover off-street garages in Walnut Creek, CA

Morgan Stanley Infrastructure Partners (AMI Group) – Millennium Garages Chicago, IL

The first of its kind in the United States, a $563 million 99 year lease/concession was awarded to LAZ/MSIP in 2007.Complete 24/7parking facility and marketing management of the largest underground parking system (2.5 million square feet) in the USA. 4 locations underneath the world's largest green roof, the renowned Millennium Park in downtown Chicago, servicing commuter, transient, event, overflow, and sub-tenant patrons to office towers and the millions of visitors to the area. LAZ installed 28 new Credit Card Entry and Exit Pay in Lanes and 48 Pay on Foot Stations, all networked through a T3 backbone to a central location thereby reducing staffing levels and expenses while improving revenues and customer service levels. Upgraded all lighting and ballasts to "green" fittings throughout the garages, saving energy and reducing energy costs. Performed marketing campaigns to dramatically increase transient and monthly contract utilization.

Please refer to the website LAZ designed to drive marketing efforts: http://www.millenniumgarages.com

Captured significant Special Event revenue opportunities by providing event shuttle services to Soldier Field for Chicago Bears games as well as McCormick Place conventions and events.

Contact: Dennis Pedrelli – CEO, AMI Group
Phone: (312) 262-6862
Email: dpedrelli@amigroupllc.com

Date: February 2007
Revenue Control: DataPark Pay In Lane and Pay on Foot
Staffing: 21
Spaces: 9,178
Gross Revenues: Withheld upon client's request
Location: Chicago's underground parking system – Michigan Avenue & Grant Park

City of Chicago On-Street System
Chicago, IL

LAZ provides 24/7 management of the City of Chicago's on-street parking meter system; one of the largest parking systems in the world and the third largest on-street system in the United States. The City received an up-front payment of $1.157 Billion for a 75 year concession lease. Because LAZ operates the entire system under management contract for private investors, the efficiency of the equipment and personnel is critical to a successful and profitable operation. The old system consisted of 36,000 outdated, malfunctioning, single space parking meters. LAZ developed and released a detailed RFP to equipment vendors on behalf of the concessionaire then upgraded over 90% of the existing system with 4,200 pay stations in just seven months, the fastest technology upgrade of its kind ever undertaken in the world. The system is now 100% pay station controlled with a system wide average up-time of 99.64% across 4,750 pay stations. LAZ collects and deposits over 10 million dollars each month from the system.

Contact: Dennis Pedrelli – CEO, Chicago Parking Meters
Phone: (312) 262-6862
Email: dpedrelli@amigroupllc.com

Date: February 2009
Revenue Control: 4,750 CALE Pay Stations, Duncan AutoCite Handhelds
Staffing: 90
Spaces: 36,000+ metered on-street spaces
Gross Revenues: $140,000,000 (2012) - 3rd largest parking system in the US
Location: Chicago's entire on-street metered parking system

Metropolitan Transportation Authority (MTA) – Metro North Railroad

Under a seven year guaranteed lease payment contract, LAZ Parking provides parking management services, pay station maintenance and collection of parking fees, parking enforcement, snow removal and parking garage and lot cleaning services.

Metropolitan Transportation Authority – Metro North Railroad – This contract encompasses 34 locations as part of one mass transit system. LAZ Parking replaced outdated payment technology with PCI compliant pay stations, implemented License Plate Recognition permitting and enforcement solutions with which LAZ issues and collects nearly 40,000 violations annually. LAZ introduced pay by cell for Metro North locations greatly increasing consumer convenience.
Customer service enhancements include allowing clients to apply for and self-manage their commuter parking permits via a specialized web based application developed by LAZ Parking for MNR.

http://www.rrparking.com/

Contact: Phil Petillo – Director of Parking Services & Operations
Phone: (212) 340-4934
Email: petillo@mnr.org

Dates: April 2009
Spaces: 14,500
Facilities: 34 Stations
Equipment: Digital Payment Technologies, IPS

The Ohio State University
Columbus, OH

The university set a floor price of $375 million for the concession of its 35,000 parking spaces — including those at its medical center — After an international highly competitive process, the LAZ/QIC team offered the highest bid at $483 million with the lowest annual rate increases. Under a ten year management contract, LAZ Parking is responsible for the day-to-day operations and maintenance of the system under defined operating standards and will also oversee the demolition and construction of at least one new parking garage during the concession term. LAZ immediately increased operational efficiencies and enhanced customer service which included a new web site http://www.campusparc.com/ and will be rolling out a smartphone enabled app in the first quarter of 2013. Parking operation revenues collected for Ohio State Football home games under LAZ supervision and management broke the all-time campus records for each of the first four games of the 2012 season.

Contact: Sarah Blouch – President, CampusParc
Phone: (614) 206-0774
Email: sblouch@campusparc.com

Date: September 2012
Revenue Control: 3M (Federal APD), T2 Systems Permitting and Parking Enforcement, Digital Payment Technology pay stations, ELSAG License Plate Recognition
Staffing: 47
Spaces: 35,000
Gross Revenues: $45 Million
Location: 17 garages, 138 surface lots, 153 on-street meters, 46 pay stations and campus-wide parking enforcement functions

E. MANAGEMENT TEAM AND KEY PERSONNEL QUALIFICATIONS

BIOS OF KEY INDIVIDUALS (OWNERSHIP - NATIONAL TEAM)

LAZ Parking		
Name & Title	**Role**	**Experience**
Alan Lazowski	***Chief Executive Officer***	Alan Lazowski is Co-Founder of and President of LAZ/Karp Associates, Inc. He attended the University of Connecticut and has completed work in the Graduate School of Design at Harvard University, specializing in Real Estate Investment Analysis. He is an active member of the National Parking Association and is on the Board of Directors of Homeward Bound Foundation, The Jewish Community Center and the Advisory Board of First National Bank. He is a member of the Advisory Board of the Hartford Downtown Council and the Urban League.
Jeffrey N. Karp	***President and Founder***	Jeffrey Karp co-founded LAZ Parking in 1981 while attending Northeastern University. He graduated from Northeastern with a degree in psychology. Jeffrey currently is on the board of directors of the Anti-Defamation League, the Save the Harbor Foundation, Club Pivot USA, and the Tulane University Parents Council. He recently was awarded the 2011 Anti-Defamation League's Torch of Liberty Award. Jeffrey also is a member of the Young Presidents Association, the National Parking Association, and the Northeastern CEO Forum.

Michael Kuziak	***Chief Operating Officer***	Michael J. Kuziak is a graduate of the University of Hartford with a B.S. in Finance and Marketing. Mr. Kuziak oversees the Connecticut based parking company including personnel, operations, finance and new business development. He is the primary owner contact for management clients and works closely with property owners to ensure satisfaction with the operation and marketing of each facility. He served on the Board of Directors for Business for Downtown Hartford and serves in an advisory capacity for various other community groups. Mr. Kuziak has been with LAZ Parking since its inception 30 years ago.
Phil Oropesa	***VP, Government Services***	Phil is based in Atlanta GA and plays a vital role in our Public Private Partnership efforts and serves LAZ Parking's numerous public agency clients. Bringing more than 30 years of municipal expertise to his role, he concentrates his management efforts on parking and traffic demand management. He will be directly responsible for the smooth transition of the LPA facilities and programs should we be awarded this opportunity

Christopher B. Walsh

EXPERIENCE **LAZ Parking** Miami, FL
Regional Vice President April 2006 – Current

- Recently relocated to oversee State of Florida to include parking operations in all major markets with more than 300+ employees
- Responsible for all operations and the financial performance of more than 130 properties in Washington DC, Virginia, Maryland and Pennsylvania encompassing 90,000+ parking spaces. This includes large government contracts, hospitals, hotels, Class A office buildings, shuttle services and multi-site financial institutions
- Lead management team that consists of 4 General Managers and 45 Managers with a staff of 900+ employees
- Build and proactively maintain deep client relationships to include issue resolution and ongoing client satisfaction
- Create and present proposals and pro-formas to client executive teams
- Conduct contract negotiations to ensure terms are fiscally sound and competitive
- Conducted due diligence of acquisitions to increase market share and profitability. This includes privatization of 2 municipalities and serving as lead on due diligence for recent acquisition with 63 locations
- Created and managed plan for Presidential Inauguration parking in January 2009 at 45 municipal locations. Over 40,000 cars parked in a 3 hour window

Central Parking System **General**
Manager Miami, FL
October 2003- February 2006

- Accountable for more than 65 properties in Greater Miami Area, Ft Myers, Key West, approximately 33,000 parking spaces
- Spearheaded all marketing efforts from generating leads and cold calling to setting proposal strategies and creating pro-formas.
- Oversight of all contract negotiations by working directly with decision makers at prospective clients, and with legal departments both internally and externally to finalize deals
- Customer relationship management to secure position in existing accounts
- Responsible for operations at Miami International Airport which included $30M installation and integration of Credit Card In/Out capabilities

Lanier Parking Systems
Director of Operations Atlanta, GA
August 998-September 2003

• Responsible for over 100 properties in Georgia and North Florida, $32M of annual revenue

- Led a team of 28 Managers and staff of more than 450
- Oversight of company's largest account of $4M in revenue included 14 garages with 14,500 spaces. Achieved a 52% increase in revenue over the previous parking operator
- Prepared annual budgets and monthly operating statements
- Analyzed procedures, including collections to ensure performance optimization
- Developed and presented creative revenue growth plans to Property Owners and Managers

APCOA
Assistant Manager. Atlanta, GA December 1995-January 1997

Also served as Acting Manager, as this position was open
- Managed 2 class "A" properties that generated $2.5M annually
- Managed customer relations and served as Liaison between accounts and APCOA
- Tracked daily revenue and managed data reporting to Corporate
- Managed transportation and staffing for 1996 Summer Olympics

EDUCATION

LA GRANGE COLLEGE
La Grange, GA June 1995
Bachelor of Arts in Business Administration

LUIS MACEDO

(786) 566-3189

2080 ALAMANDA Drive

NORTH MIAMI, FL 33181

Parking Management

Sixteen years of progressive parking management experience demonstrating a consistent track record of new parking facility growth as Operations Manager for Central Parking System and General Manager for LAZ Parking in an extremely competitive market. Equally strong qualifications in all areas of parking operations: P&L, budgeting, human resources, customer service training, hotel valet parking, and other functions. Effective communicator, leader and problem solver who builds teamwork and possesses the drive to surpass goals.

RELEVANT EXPERIENCE AND ACCOMPLISHMENTS

Operations Management—Fast-track advancement through progressively responsible positions in multiple parking facilities and ultimately operations management. Member of multiple corporate planning committees to develop new programs and set the direction for the company's accelerated growth in hotel valet operations.

- Expanded operational management responsibility from an initial 8 to 30 parking operations in the Miami region.
- Responsible for recruiting, training and mentoring management staff for all new Central Parking System facilities including all Hotel Valet facilities.
- Held profit and loss accountability for the region's largest parking facilities.

Human Resources/Training—Implemented corporate human resources policies and initiatives for the South Florida region. Responsible for managing employee relations in each location averaging from 5 to 45 colleagues and management personnel. Designed curriculum and implement train-the-trainer programs to develop colleagues.

- Experienced in personnel recruiting, selection, training, developing, scheduling, evaluating performance and supervision.
- Led staff to achieve performance goals and maintained the lowest turnover rates in the Miami region.
- Conduct customer service training seminars biannually for up to new hires region-wide and all new parking facility acquisitions.
- Traveled nationwide to assist in recruiting personnel and coordinating new location opening activities.
- Successfully completed customer training classes for Ritz Carlton, Mandarin Oriental and Hyatt hotels as well as all Central Parking advance training classes.

Career history

LAZ Parking Inc., Miami Beach, FL – April 2006 to Present
General Manager

CENTRAL PARKING SYSTEM, MIAMI, FL – 1992 to March 2006
Operations Manager

TRAVEL EXPRESS INC., MIAMI BEACH, FL – 1988 to 1997
Sales Rep (1988 to 1992) / **Partner** (1992 to 1997)

Education

Bachelor of Arts in Business Administration – Florida International University, North Miami, FL – 1992

Jose Fernandez
jfernandez@lazparking.com

RELAVANT EXPERIENCE AND ACOMPLISHMENTS

LAZ Parking, Miami Beach FL 2006- Present
Director of Operations

Responsible for the oversight of all Class A office parking operations in the greater Miami area. In addition accountable for all operational aspects of the parking contract for administration, collection, enforcement, installation and maintenance of approximately 750 meters and one parking garage for the city of South Miami. Training of parking enforcement officers and participate of parking board meetings to discuss potential parking resolutions in the city. Consistency maximizing city revenues by conducting activity performance reviews and implementing incentives to increase levels of citation production, which to date has doubled from the previous year. Administer collections for parking revenues for the city of Surf side, Bal Harbor and the University of Miami. Administrative level management of Miami-Dade County's electronic integrated subpoena and court notification system, utilized by all municipalities and parking enforcement agencies countywide.

Central Parking Systems, Miami FL 2004- 2006
Administrative Manager */Jackson Memorial Hospital- Public Health Trust*

Responsible for administrative management of all departments including human resources, accounts payables, accounts receivables, customer service and auditing departments. Processed payroll for over 70 employees, monitoring all costs associated with parking operation, personnel recruitment, scheduling and customer service training. Preparation of monthly P&L, accountable for a budget consisting of over 8 million dollars in revenue including 5 garages and 7 surface lots, a total of over 8,000 spaces.

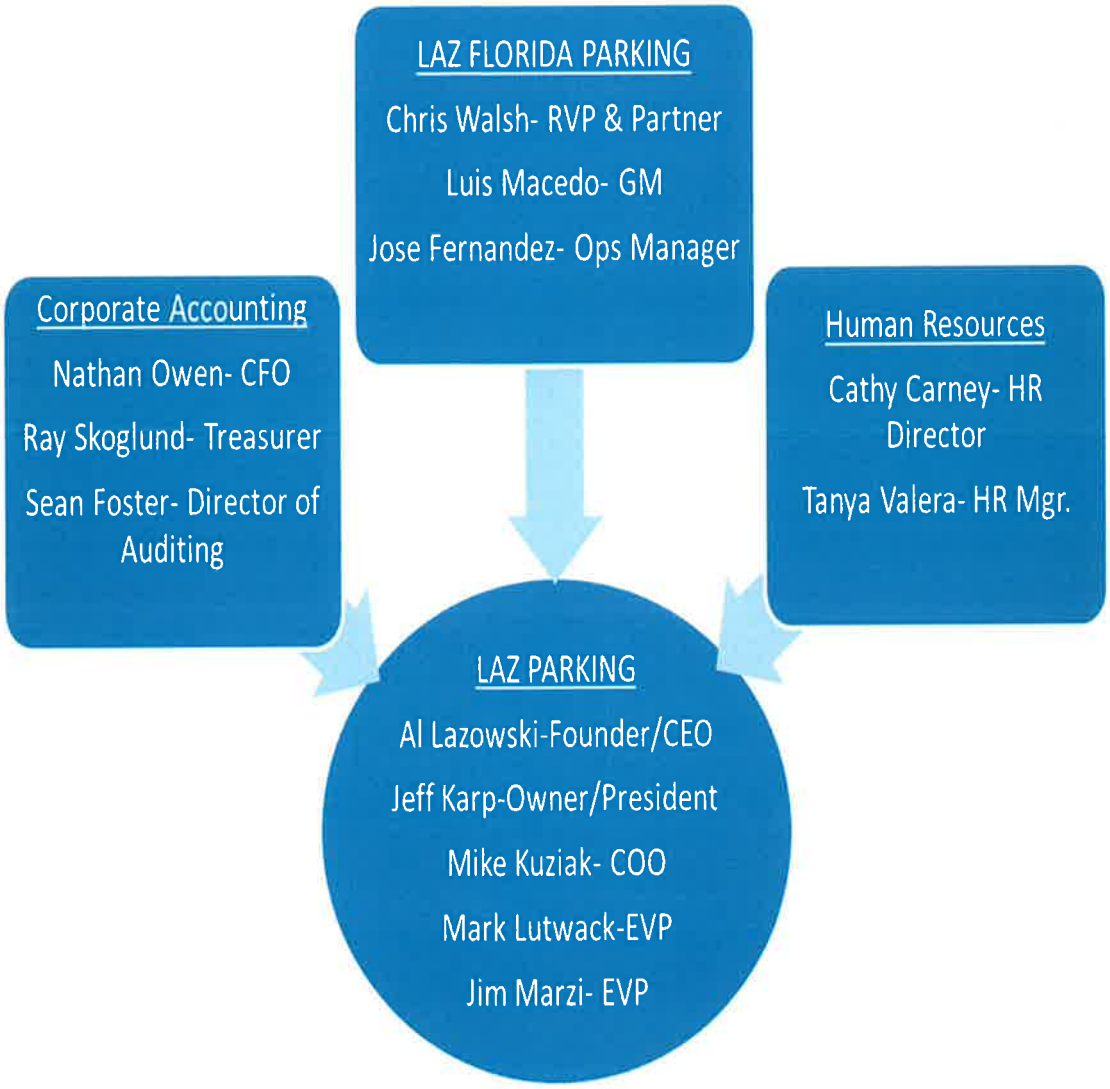
Bisazza North America, Miami FL - 1996- 2004
National Sales Coordinator

Coordinating quarterly conferences for senior national corporate executives. Direct assistant to the CEO and Principals of the company. Providing national commission sales reports and product line reporting. Overseeing the accounting department, customer service department, and safety committee. Spearheaded revenue loss collection program with outside collection agencies and other methods to increase yearly profitability by 10%. Conducted weekly customer service meetings for a total of 23 representatives. Created a customer service manual to achieve the highest possible standards in service performance. Developed proprietary intranet sites to allow virtual teams to share information and resources.

EDUCATION

Bachelor of Arts in Business Administration – Miami Dade CC, Miami, FL – 2000

Below is an organizational chart of the Florida operations which will support our manager who will oversee the City of Coral Gables parking operation. The 3 key individuals located in Miami have all been employed with LAZ Parking since 2006 and have over 50 years of parking experience.



THE LAZ WAY – OUR EMPLOYEES MAKE THE DIFFERENCE

The essence of our organization is with our front line employees. The opinion patrons will have of the City of Coral Gables may very well rest with the interaction that patron may have with one of our ambassadors. We train our staff to always take a retailer's approach... "The customer is always right!"

In order to strengthen LAZ's corporate culture, and to promote a consistent sense of teamwork across our national presence with over 7,000 employees, LAZ developed the MVP Program. MVP stands for Mission, Values and Practices. We firmly believe that our company's success is grounded on living the Mission.

Our Mission is our Motto

"Create opportunities for our employees and value for our clients"

Create Opportunities for Employees. We are not only providing a job for our employees, we provide opportunities to grow personally and professionally with the ability to advance within the organization. LAZ is proud of our employee's achievements and their commitment to the company. Many of our staff spent their entire careers within our organization. Our company founders and the majority of our executive team all started as parking attendants.

Create Value for Our Clients. We know that our clients can select from a variety of companies to manage their parking and service needs. Likewise, our customers have many choices about where to park their cars. We want to create value for clients and customers so that the choice to select LAZ is an easy one. We can create value by giving honest and dependable service, providing clean, efficient and well-maintained systems, and maximizing the profitability of every location. We encourage our employees to "think like an owner" and we manage all of our locations as if it were our own.

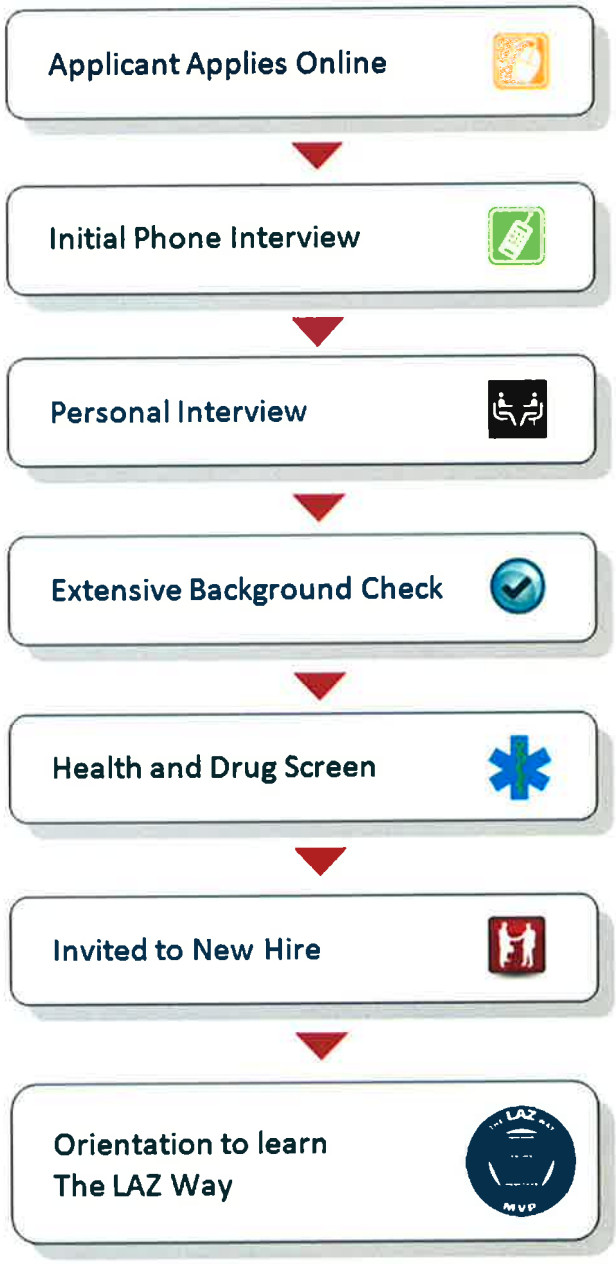
Values

Values are the rules we play by or the non-negotiable behaviors we are committed to following. LAZ upholds the following four core values.

1) Respect for Each Individual
2) Commitment to People
3) Honesty & Integrity
4) Trust

Each of these values is a cornerstone of our culture and we are committed to living up to and communicating them to all our team members each and every day. We hope to prove to the City of Coral Gables that there is a difference in parking companies and what makes LAZ different are our people. Our company has grown by leaps and bounds primarily because we put people first.

LAZ Parking's DNA is in valet parking. Even though we operate at over 1,800 locations in the US, valet parking operations are where we started and that makes LAZ extremely customer-centric and responsive. LAZ valet-parks over 1,500,000 cars a year, and unlike other parking companies who simply staff locations, LAZ employees look millions of motorists in the eye as they hand over their keys and entrust us with their vehicles. This personal service and level of trust translates into the way we treat every member of the public at all of our managed locations. Further, our customer service training program applies to all parts of our organization, from executives to managers and cashiers and is reflected in what the public and our clients see in our staff every day. All of our training revolves around the customer experience.



Hiring

While current employees from the previous operator at the City of Coral Gables Parking System will be considered, LAZ Parking has a comprehensive pre-employment screening program in place to make sure that only the most qualified candidates are chosen for employment. Pre-employment screening is an effective risk-management tool that promotes a safe and efficient workplace by helping to limit the uncertainty inherent in the hiring process. Our pre-screening techniques significantly reduce potential theft, violence, financial loss, sexual harassment and other workplace problems. It is the policy of LAZ Parking that accident prevention and situational awareness shall be considered of primary importance in all phases of operations and administration. This prevention starts with the pre-employment process and continues throughout the team member's employment with LAZ Parking.

Pre-Employment Background Checks and Screening

Preliminary Pre-Interview Screening: At the front-end of the process, LAZ Parking pre-screens candidates before they are invited in for formal interviews. Hiring managers are trained in how to narrow down the potential pool of applicants to qualified individuals, and how to check employment & personal references.

Employment Verification: Each potential employee has his/her last 2 jobs verified by their previous supervisor. Dates of employment, job title, and performance are rated and confirmed.
Criminal Background Checks: As required by the RFP, all new hires will be required to have a Dade County background check in addition to having their social security number run through the Department of Homeland Security database using E-Verify to verify eligibility to work in the United States. Below are some of the additional checks our employees will undergo if selected:

Where applicable, we utilize ADP Screening and Selection Services to perform background checks (including criminal record searches, credit history and motor vehicle record searches) on all prospective entry-level and management candidates.

Screening of all management-level candidates, including supervisors, specifically covers criminal records, motor vehicle driving infractions (if the positions involve driving), educational credentials and prior employment.

Candidates for non-management positions that involve driving are screened for criminal and motor vehicle driving infractions. If the position does not involve driving, the candidate is screened for a criminal record.

Pre-employment Drug Tests requires of all candidates seeking employment with LAZ Parking. Employees are required to take a 5-panel drug/alcohol test before working with LAZ Parking Service. This test screens for past exposure to marijuana metabolites, cocaine metabolites, opiates, amphetamines, and phencyclidine.

Screening Reduces Turnover and Improves Customer Relations:

Our hiring and pre-screening process helps us retain qualified employees for the long-term, which, in addition to reducing turnover costs, gives our clients and parking customers the opportunity to establish the personal relationships and trust that facilitates a successful and profitable parking operation.

LAZ will make every effort to ensure that the employees who will wear the LAZ uniform for the City of Coral Gables are selected from only the best, most qualified candidates to fill the positions.

Training

LAZ Parking believes that first impressions are lasting impressions. We believe people make the key difference in the service sector and have developed the following training-intensive program to help advance our employees into the best in the industry. All new employees have a training session with either their HR Manager or the Regional Vice President to go over important aspects of the job, (i.e. uniform policy, review process, pay scales, policies and procedures on missed days, etc.), and customer relations. Most importantly, all new employees are introduced to LAZ Parking's "Think like an Owner" philosophy. At the front line employee level, this translates into providing service to and solving problems for the customer. Employees are encouraged to demonstrate initiative and make common sense decisions in order to satisfy specific needs of the customer. As employees progress through our

training regimen, they earn the ability to advance within the company. LAZ has partnered with the National Parking Association to certify those individuals who have successfully completed the highest level of our internal training as Certified Parking Professional (CPP).

Orientation

All of the LAZ employees at the Coral Gables facilities will undergo a comprehensive orientation program. This includes reviewing the City's policies and procedures, security and access through and around the parking system. All of our employees will also receive the LAZ Employee Handbook during orientation. In addition, the employee will be presented with information concerning their positions' responsibilities, details concerning the parking systems operations, as well as any specific requirements and expectations Coral Gables may have now or in the future.

Parkology 101 - designed to give our candidates a background on the unique nature of our company and the passion of our founders to keep a very simple and family oriented approach to our business. With our roots in Customer Service and our passion for people, we teach them about our Servant Leadership Philosophy and how our management is committed to keeping our employees happy. We believe happy employees are motivated to provide outstanding service with a flair for fun and a positive attitude.

Parkology 102 - starts to lay out the "Rules of the Road" and teaches our employees the importance of focusing on providing exceptional customer service. All employees are tested on the specific guidelines we have set in order to check for retention of our key information and safety policies.

Safety Training

All of our employees are issued a Safety Manual along with a thorough review of safety standards in their initial orientation. Our number one focus is the safety of our employees and customers. No unsafe behaviors are tolerated under any circumstances. Safety training includes some of our most common situations such as, safe driving skills, safety working around vehicles in drive aisles, personal injury avoidance, proper lifting techniques, working in extreme temperatures, proper actions during an emergency situation, working with impaired customers, and avoidance of slip and falls and hazardous situations in general.

Online Safety Training

One of LAZ Parking's founders developed this program, which trains our employees on avoiding Vehicle Theft, Personal Injury, Damage Claims and Loss Claims. All employees go through this online training and are tested on retention. Passing the final exam for each of the sections is required for certification.

On the Job Training - Mentor Shadowing

New employees are scheduled to work with an experienced trainer in the same job category 16 to 24 hours, based on manager and mentor evaluations. Mentors review important procedures within the cashier/valet training guide. This important step assists new employees in adjusting to the specific work environment, and gives the new employee and example of acceptable work habits and teamwork. Mentors are chosen from the field of veteran employees based on their performance.

Post-Employment Education

LAZ Parking also has a "Post Employment Education" program which instructs line level employees and managers on developing skills necessary for advancement within the company. Formal classroom setting courses are offered, and employees must accumulate course credits in order to be considered for promotion. Examples of some of the courses that we offer:

- "GET 100" (Greet, Engage & Thank 100% of the time)
- "How to Become a Better Manager"
- "Motivating Your Employees"
- "Communicating With Employees"
- "Loss Prevention"
- "Property Safety"
- "Time Management"

Great attitudes, quick smiles, and enthusiastic responses are some of the tools for accomplishing our target goal of excellence in customer service that are stressed in our training sessions. We empower our employees to share their smiles and eagerness to assist patrons by providing them with maps of the hospital campuses, local area restaurants, and hotels for distribution to customers. We supply stickers, lollipops or candy to give to those individuals that seem to need a smile. Several parking specific amenity programs are available to our clients and can be easily adapted to the PBA's parking operation. Many of these programs are very cost efficient, easily managed and immensely enjoyed by customers and employees as well.

Web Training

As mentioned earlier, through our LAZ University program we conduct daily and weekly web-based training sessions throughout the country to achieve employee training compliance and operational excellence. From basic mathematics to technical equipment repair and maintenance, the dedicated LAZ Parking training team performs structured "webinars" to ensure a consistent workforce.

Parkology- A more in-depth look

Parkology will give our employees in-depth training as they travel the pathway to success. We will discuss in this training what employees can expect during their introductory period. While some things will be different, depending upon the location and

assignment of an employee, the design of this program's overview was to help our employees be successful in their employment regardless of where they work. "Parkology" is a word unique to our company's culture and it represents the various Learning and Development opportunities we provide for our employees. There are a series of Parkology courses, all of which promote the Mission, Values, and Practices of the company as well as the detailed tools needed to perform the various specific job functions.

Parkology 101 - The LAZ Way
This class is a general introduction to the company focusing on our history, mission, values, and practices.
Parkology 102 – Valet: Rules of the Road
This class is designed for employees who will be working primarily as Valets.
Parkology 103 – CSR: Rules of the Road
This class was designed for employees who will be working primarily as Customer Service Representatives (CSRs).
Parkology 104 – Lot Checker/LPI Checkers: Rules of the Road
This class is designed for employees who will be working primarily as Lot or LPI Checkers.
Parkology 105 – Traffic Director: Rules of the Road
This class is designed for employees who will be working primarily as Traffic Directors.
Parkology 106 – Maintenance Personnel: Rules of the Road
This class is designed for employees who will be working primarily in Maintenance.
Parkology 107 – Shuttle Driver: Rules of the Road
This class is divided into three sections: 105A for Shuttle Cart Drivers; 105B for Class B Shuttle Drivers; and 105C for Class C Shuttle Drivers.
Parkology 201 - The Road to Leadership
This program is designed for both new and experienced Team Leaders and Parking Service Managers to develop their abilities to lead more effectively. It focuses on utilizing LAZ Parking's core values in all aspects of leadership.
Parkology 202 – The Business of Parking
This program is designed for both new and experienced Team Leaders and Parking Service Managers to expose them to the operations and financial side of our industry. Topics will include budgeting, profit and loss statements, handling claims, and goal achievement.
Parkology 300 Series - Advance Learning & Development
These programs are individually designed for Operations, Managers, Assistant General Managers, General Managers and Regional Vice Presidents. Both internal and external training resources will be utilized.

While many of these courses would not be applicable for the services requested in the RFP, our employees are encouraged to participate at their own pace if their goal is to further their careers within the company.

Customer Service

At LAZ, we firmly believe that "You never get a second chance to make a good first impression" and how we handle those first impressions sets the tone for our entire relationship with each

customer. Our employees are taught that each interaction that we have with a patron, tourist, and resident is one of those "moments of truth" where impressions are formed and remembered.

In every aspect of our business, LAZ Parking upholds the highest levels of customer service and professionalism. LAZ managers and personnel understand and appreciate the fact that they represent not only LAZ, but the City they work in.

Key to ensuring that these principles are delivered consistently and throughout all of our operations is a framework of performance monitoring and accountability that is embedded into our employee training and development regimen.

Employee evaluations will be performed by the Supervisors and reviewed by the Project Manager. The frequency will be for a new employee at 90 days and then every twelve months. All employee performance is evaluated every twelve months at a minimum and every six months at specific high service level locations. Areas of strength and development are discussed with each employee and may include additional training if needed which will be provided with assistance from the Project Manager. The supervisors assigned to the PBA account will be reviewed and evaluated by the Project Manager, Operations Manager and Vice President every six months.

Quality Assurance

Our quality assurance programs will ensure contract compliance while also measuring how we are doing. This includes the use of mystery shoppers, survey cards, dashboards, reporting, local, and corporate management involvement and corporate interaction from audit, accounting and other company support functions.

Communications

At LAZ, we believe that focusing on communication is crucial in successfully accomplishing objectives. We have a scheduled daily call between our Regional Management staff and local level project managers which we call "The Daily Huddle". This brief daily call establishes a rhythm of communication between our on-site teams and our management staff which allows us to be informed and proactive.

Subsequently, management and Senior Staff have a "Weekly Win Call" where daily huddle highlights are communicated to our Home Office and Partners. Our clients are encouraged to establish a regularly scheduled call with our management team daily, weekly or monthly based on their own availability. Client huddles typically involve a review of the previous month or week's operational and financial performance, and helps set objectives for the upcoming period prior to the next call.

Following is a sample of some of the topics which are typically discussed on these calls:

- ✓ Facility operations
- ✓ Customer service programs
- ✓ Repair, maintenance programs and recommendations
- ✓ Revenue enhancements
- ✓ Expenses savings
- ✓ Market conditions and trends
- ✓ Client, employee and visitor requests and questions
- ✓ Staff suggestions
- ✓ New training opportunities
- ✓ Security concerns

EYE CONTACT: Make eye connect with each patron to establish a human level of connection and trust with the person. Trust is established when people look one another in the eye, we all know that, but it does not mean that customer service programs focus on teaching their staff the importance of building it into the way they interact with a guest. Our ambassadors are trained to "lock in" with the patron and make that connection. If the patron is in a hurry, we will read that need, but either way, our greeting includes a moment of truth to create a level of trust with the patron. The same is true on the exit, our cashiers are trained to look the guests in the eye and develop a trust level with every interaction.

IMPRESS SOMEONE: Anticipate a need, or ask a helping question upon arrival and at exit. Our Hospitality Service Pledge: "Read the Need". Anyone can deliver average service so we look for ways to impress someone. Perhaps when the guest arrives they will need directions; we'll offer them, or they just finished a Starbuck's coffee; we'll offer to throw the cup away. There are dozens of ways to "Read the Need" or offer a special something for a guest. And, when it comes to service recovery, we teach our staff the importance of turning Challenges into Opportunities with our belief that whenever we do not live up to a guest's expectations, it becomes an opportunity to show them we are **100% committed** to making it right. LAZ Parking takes great pride in its established Quality Assurance programs which serve to ensure not only contract compliance, but also produce results that will exceed our clients' expectations. The starting point is a format which successfully communicates the contractual obligations and expectations to the entire location staff, from site manager to maintenance crew to part-time staff, as well as those individuals at the regional level responsible for supporting the operation.

Cory Orcutt- 12 years with LAZ Parking

Secret Shoppers

An integral part of our Quality Assurance program is the user of "Secret Shoppers" to audit the quality of customer service of our own staff. This program would be employed at the Coral Gables Parking Facilities. The shopper is unknown to the location staff and acts as a parker. The secret shopper verifies ticket and cash transactions and evaluates the facility's overall appearance, cleanliness, lighting, attendants' appearance, attendants' attitude and helpfulness. These reports will be a part of the monthly reporting package for Coral Gables Parking Facilities.

On an annual basis, or more often if requested by the City Gables, customer survey cards would be distributed at various facilities. This will allow LAZ to gauge the effectiveness of our employee training programs and make continuous improvement. The surveys are summarized in a matrix that can then be reviewed with the City of Coral Gables. Parkers' feedback is obtained on issues such as:

- Helpfulness of the LAZ staff
- Ease of parking
- Lot appearance
- Cleanliness
- Level of customer service
- Overall satisfaction

The results will be shared and reviewed with the City. If any items fall below an acceptable level, an action plan would be submitted immediately for approval, and if approved by the PBA, would then be implemented immediately in order to correct any deficiency.

Wage and Benefits Program: A fair wage and benefit program is the start of incentivizing employees to maintain employer loyalty. We also provide monetary reward programs, employee of the month contests, social events and recognition in our employee newsletter; all in an effort to promote a high level of employee morale and keep employee turnover to a minimum. We strongly encourage our management clients to approve incentive bonus programs, wherein employees can participate in fun, friendly competition for monetary and other rewards for achieving high scores on things such as 100% attendance, perfectly completed reports, customer compliments and survey results. Being recognized by your employer in front of your peers is very motivating and rewarding. Below and on the following page is a chart that outlines the benefits provided to employees.

LAZ has transitioned hundreds of different parking contracts over the last thirty years of business. These include hospitals, municipalities, university, government and private contracts. Some of these contracts have required us to provide certain benefits, wages and employee amenities which we have standardized on. Although LAZ provides industry leading benefits to our employees, our organization has the flexibility to provide an "equal" if not better amount for existing employees that may be transitioned. Below you will find a chart of many of the benefits offered to our employees. We believe that good employees deserve good wages; subsequently our starting wages are typically higher than the local minimum or prevailing wages for similar work.

LAZ Parking is very flexible and has the ability to meet any existing benefit that our client would like us to provide so that current employees do not lose benefits or seniority. Below is LAZ Parking's Employee benefits schedule:

Benefit	Service	Description	Salary	Hourly
Medical Insurance	90 calendar days	Bi-weekly contribution by employee. May purchase dependent coverage.	X X	X X
Dental Insurance	90 Calendar days	Bi-weeekly contribution by employee. May purchase dependant coverage.	X X	X X
Life Insurance	90 calendar days	Bi-weekly contribution by employee. May purchase dependent coverage	X	X
Vacation	1 year 3 years 5 years	1 week paid vacation 2 weeks paid vacation 3 weeks paid vacation	X X X	X X
Paid Sick Leave	1 year 3 years	2 days per year 3 days per year	X X	X X
Paid Holidays	90 calendar days	New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day	X	X
Personal Leave	1 year 3 years 5 years	1 day per year 2 days per year 3 days per year	X X X	X X X
Emergency Leave	90 calendar days	3 days off with pay in the event of death of immediate blood relative	X	X
Medical Leave	1 year	Up to 12 weeks recuperative leave of absence	X	X
Military Leave	1 year	On a case by case basis	X	X
Jury Leave	90 calendar days	Time off granted, and jury pay supplemented to equal normal earnings	X	X
Military Re-hire	90 calendar days	Employee re-hired in the event of active duty or reserve component call-up	X	X

Benefit	Service	Description	Salary	Hourly
401(k) Plan	1 year	50% Company Matching Funds up to 5% of employee salary invested. Vesting is on a basis of yearly employment.	X	X

Incentive Programs: LAZ Parking has budgeted for employee incentives awards. This is of critical importance to boost employee morale — excellent performance is rewarded. Our recommended employee incentive program works like this: In order to qualify for the employee incentive program, you must work 20 hours per week, for at least 4 months. Employees are evaluated on absences, punctuality, team work, uniforms, booth cleanliness, accuracy of paperwork, customer service and friendliness and overage/ shortages. Each employee would receive the appropriate bonus based on the total points earned during the period. Points will be given during the specific time period of the program (usually monitored every quarter or 6 months and awarded quarterly or every 6 months) for the following:

- Zero Absences = 20 points
- Customer letter or e-mail = 15 points
- 100% punctual = 15 points
- Uniform = 10 points
- Accuracy of paperwork = 10 points
- Zero overage/shortage = 15 points
- No write ups = 10 points
- Area/Booth Cleanliness = 5 points

Point Scale & Reward: 95 – 100 points = $100 89 – 94 points = $50

We also believe that motivational tools such as employee newsletters, parties, employee of the month and other morale boosting programs are imperative to motivating employees to deliver the highest level of service to your customers.

Company RAVE Program: On our weekly regional operations conference call, each region highlights any employee who stands out for their overall dedication or for a specific achievement. These individuals are sent a "RAVE Card" that is personally signed by the LAZ management staff. RAVE stands for **R**ecognizing **A**cts of **V**alue & **E**xcellence.

Uniforms

In order to present a proper image for our company and our clients, uniforms are an integral part of shaping a customer's first impression. The following are some samples of LAZ Parking uniforms. LAZ has the ability to further design or customize uniforms for any specific location needs and if selected we would work with the City of Coral Gables to select a uniform package that is functional, professional and complementary to the City's design sense.

Fleece

Jackets

Knits

Sweaters

Shirts

Pants & Shorts

Policies & Procedures Manual - As part of the transition we will begin to develop Standard Operating Policy & Procedures (SOPP) manuals to specifically meet the contractual requirements and the scope of work at the Coral Gables parking garages. The SOPP manual will be submitted to the City staff for approval no later than 30 days after the start date. The SOPP will be adjusted as necessary to meet the dynamic and evolving parking operations during the term of the contract.

Employment Policies	Personnel Policies
Equal Opportunity Harassment, Sexual Harassment & Discrimination Workplace Threats & Violence Policy Your Personnel Records Introductory Period Job Performance Promotions and Transfers	Safety Emergency Procedures Accidents Substance Abuse Drug Testing Solicitation and Distribution Smoking Tips and Gratuities Cash & Money Handling Procedures Dress Code Personal Appearance Personal Visits, Telephone Calls and Mail Computers, Electronic Mail and Internet Voice Mail Security Internet
Work Schedule and Pay Practices	**General Rules of Conduct**
Work Schedule Meal and Break Periods Time Records Attendance and Punctuality	Overview Disciplinary Policy Voluntary Termination Confidentiality Policy

Great attitudes, quick smiles, and enthusiastic responses are what needed in accomplishing our target goal of excellence in customer service that is stressed in our training sessions. We empower our employees to share their smiles and eagerness to assist patrons by providing them with maps of the local area restaurants, highways and hotels for distribution to customers. We supply stickers, lollipops or candy to give to those individuals that seem to need a smile. Many of these programs are very cost efficient, easily managed and immensely enjoyed by customers and employees as well. LAZ Parking is dedicated to integrity, growth, professionalism, value, leadership and to providing quality service to customers and clients.

Web Training

LAZ Parking conducts daily and weekly web-based training sessions throughout the country to achieve employee training compliance and operational excellence. From basic mathematics to technical equipment repair and maintenance, the dedicated LAZ Parking training team performs structured "webinars" to ensure a consistent workforce. In the Miami market, Korin Adamites is the regional human resource and training manager.

Employee Retention

During the employee screening process, LAZ Parking tries to identify any employee who may have the potential to leave prematurely or who may pose a termination risk. As a whole, LAZ Parking's turnover ratio is the lowest in the parking industry. LAZ employees stay with the company an average of 7 years. Our ability to retain employees is a function of (i) maintaining a positive and supportive work environment; (ii) providing qualified employee's meaningful career advancement opportunities; and (iii) providing a quality benefits program. We believe in taking care of our employees to the best of our ability.

Employee Evaluation

LAZ Parking is 100% committed to creating opportunities for our employee. We hire only the best candidates train extensively, and demand nothing short of excellence from each team member. In concert with our demanding expectations, we maintain a regimented program designed to evaluate the performance of our team. Below is a brief overview of our evaluation program:

- **Initial Feedback** - An employee's first 10 days are carefully monitored by the Management team. The employee is shown an initial review, which addresses work habits, appearance, paperwork, customer contact and on-the-job performance.

- **90-day Performance Appraisal** - All new employees are given a comprehensive evaluation after 90 days.

- **Six Month Appraisal** - LAZ Parking believes in consistent evaluation of employees. If standards are not established and communicated, an employee cannot be expected to meet those standards. The Company's managers are trained to give effective reviews and let the employee know where he or she stands with LAZ Parking.

- **Annual Review** - Once the employee passes the 90-day and six month review periods, he or she is reviewed annually. A written evaluation is done during this process. LAZ Parking makes every possible effort to identify, screen and hire the best employees. Because of these efforts our customer service excels, our employee turnover is the lowest in the parking industry and our bottom line profits benefit.

Personnel Monitoring

Payroll Audit

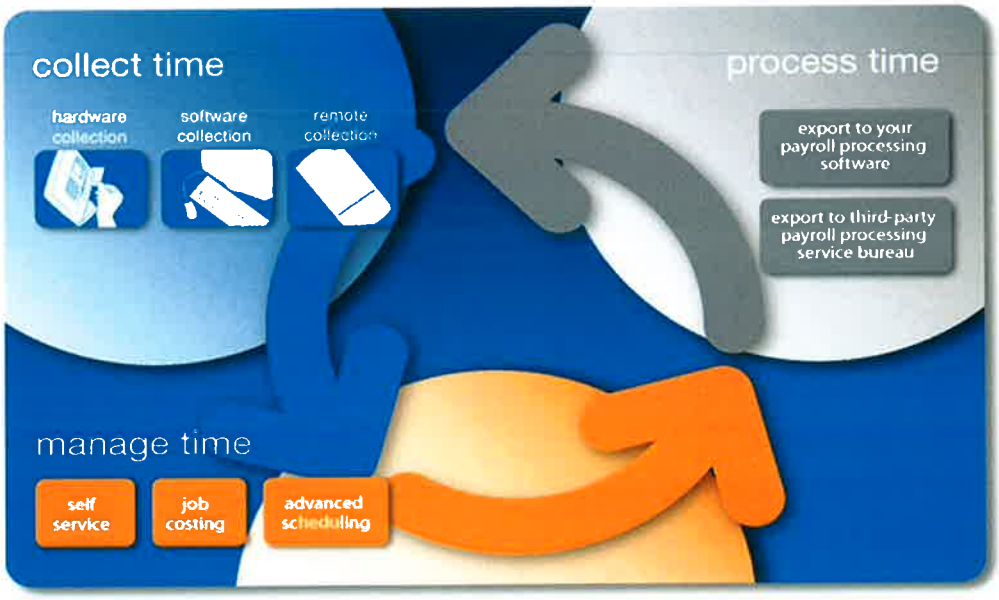
Payroll and related benefits and taxes typically represent the largest single operating cost of a parking facility and we systematically monitor this expense to ensure accuracy.

- ✓ Our Home Office HR department maintains complete personnel files for every employee.
- ✓ LAZ deploys state of the art on-line biometric time-clocks at all of our locations.
- ✓ Weekly time reports are prepared by supervisors and approved by management.
- ✓ Payroll is processed and reviewed at the Home Office level by the payroll department.
- ✓ Actual payroll hours are compared to budgeted hours each pay period and variances over 5% are flagged for review by management.
- ✓ Overtime hours are minimized by maintaining a sufficiently large part-time and on-call staff.
- ✓ All government reports are prepared by our corporate payroll department in conjunction with the corporate HR department to ensure filing on a timely basis.
- ✓

LAZ Parking's City of Coral Gables Parking Manager will be responsible for the creating, distributing and managing the daily, weekly and monthly scheduling of all attendants for the contract. These schedules will be created in excel and which will be cross refereed with our automated Timeforce system to track Over Time and consistency in staff.

With TimeForce time & attendance software, we are able to collect time, manage time, and process time to more effectively manage our employee's time and attendance data. We have moved beyond out-dated time clocks and employee time and attendance formats and have embraced an easy to use system that can positively affect all of our time management needs.

TimeForce eliminates calculation and data entry errors, as well as incorrect application of company policies. TimeForce replaces cumbersome tracking procedures and completely eliminates collecting payroll information manually.



With TimeForce we are able to:

- Improve employee productivity by replacing all manual time sheet calculations, overtime, shift differentials, and rate calculations with 100% pay rule automation.
- Reduce employee grievances by ensuring a consistent application across the workforce and enforce rules and company policies.
- Restrict unnecessary overtime and other exceptions by having access to this information quickly.
- Assign resources more effectively and reduce the time needed to schedule employees.
- Altogether eliminate the need to calculate time cards.
- Eliminate manual payroll errors.
- Reduce the time required to schedule employees.
- Do away with timecard preparation, collection, filling, and storage.
- Significantly cut down on payroll processing time.
- Lower tardiness rate overall.
- Makes holiday management easy.
- Eliminates unauthorized hours.
- Eliminate the need to calculate vacation, sick, or compensation time accruals.
- Identify and eliminate time abuses (break, meal, buddy punching, etc.).
- Be more productive, efficient and profitable.

Transition Plan

Our experienced team has managed transitions and ran parking operations at many cities across the country and is very familiar with major municipal parking operations. We are confident that we will be able to facilitate a smooth and comprehensive transition without impacting service, only enhancing the service and operations.

On the following pages is a summary of our transition plan outline. This succinct plan allows us to effectively coordinate our efforts with the City of Coral Gables staff during all periods of a transition.

TRANSITION PLAN SUMMARY

Stage 1

- Finalize and submit to the City the required Permits, Business License and Certificate of Insurance
- Assemble transition managers and team members and assign tasks and duties
- Site walk through and thorough review of current parking operations
- Coordinate transition plan with LAZ Parking transition team and City staff
- Review our recommended operational recommendations with City staff
- Evaluate and revise existing staffing schedules
- Review existing equipment and inventory needs
- Introduction meeting with all employees

Stage 2

- Submit updated recommendations to supplement existing operations
- Order supplies, telecom, and request merchant ID numbers for credit cards, forms, etc.
- Technical support training on Revenue Control Accounting and Inventory Systems
- Notify existing contractors of operator change & negotiate new contracts if applicable
- Forward all Insurance Certificates to City administrators
- Hire additional new employees prior to transition
- Employee on boarding process
- Employee orientation and customer service training
- Uniform fitting for all employees

Stage 3

- Cross train local workforce to be prepared at the City of Coral Gables
- Delegation of management and supervisory job assignments
- Submit finalized operating budget to City staff
- Installation/training of automated payroll/time attendance system
- Installation of automated cash deposit system
- Credit Card Processor testing
- Develop Standard Operating Policy & Procedures (SOPP) to meet City guidelines
- Inspect existing equipment and perform needed maintenance
- Distribution of Uniforms

Stage 4

- Commencement of operation
- PCI compliance site audit
- Conduct comprehensive operational and procedural audit for review by the City
- Submit monthly parking transaction and revenue reports to City officials
- Submit Standard Operating Policy & Procedures (SOPP) to the City contract administrator
- Submit monthly billing statement to City
- Analysis of operating procedures and report to City officials
- Implementation of approved operational & revenue enhancement programs
- Submission revenue and expense reporting to City staff for format approval
- Ongoing meetings with transition team, parking manager and City staff

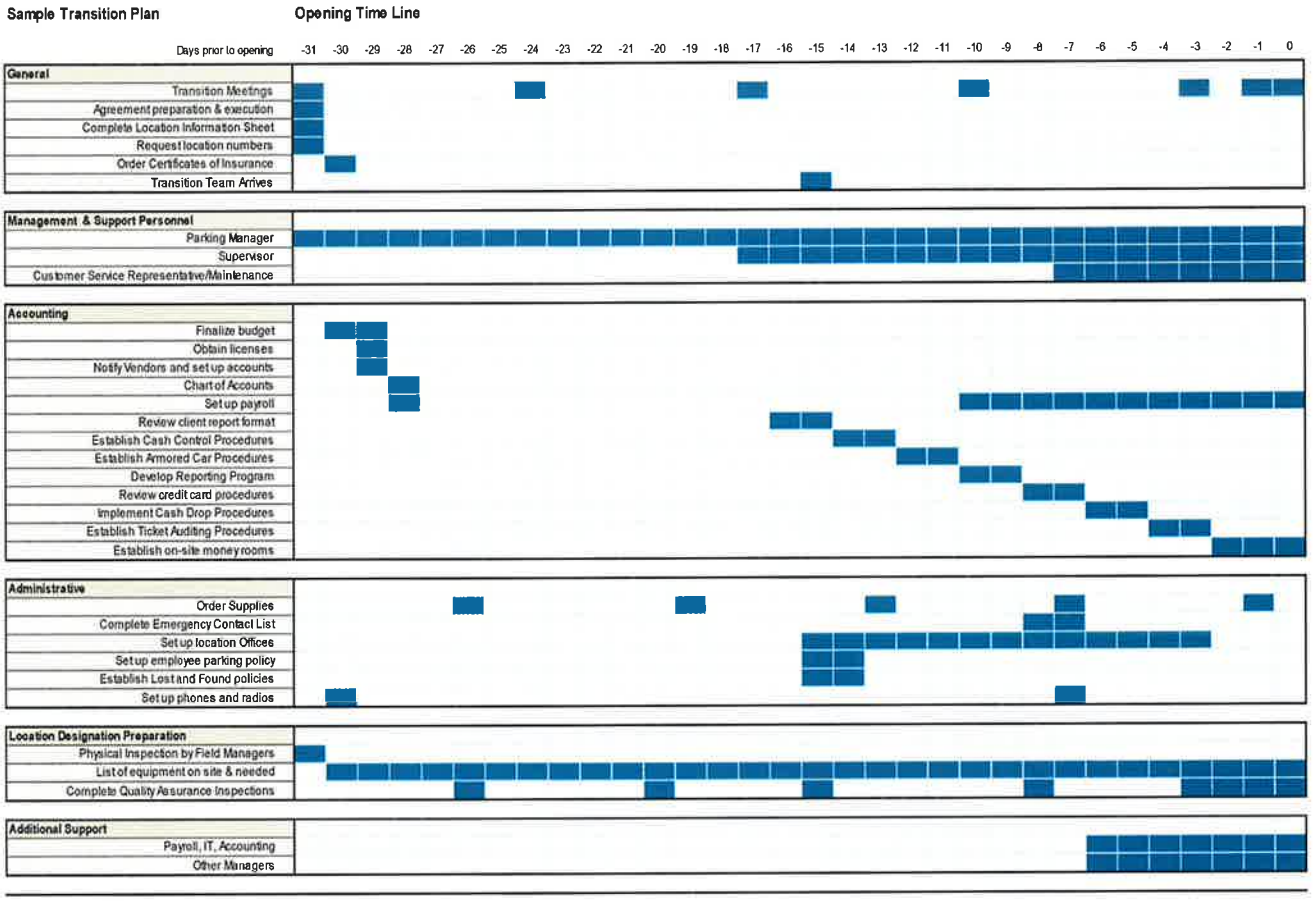
Inventory and Transfer Requirements – The plan shall include a detailed plan, schedule and checklists for the joint inventory and operational status for inventory of all facilities, fixed equipment (including PARCS equipment, Security Gates, etc.), non-fixed equipment, spare parts, manuals, and records. The plan should allow for the joint inventory to be accomplished and agreed upon by the City at least 30 days prior to contract start.

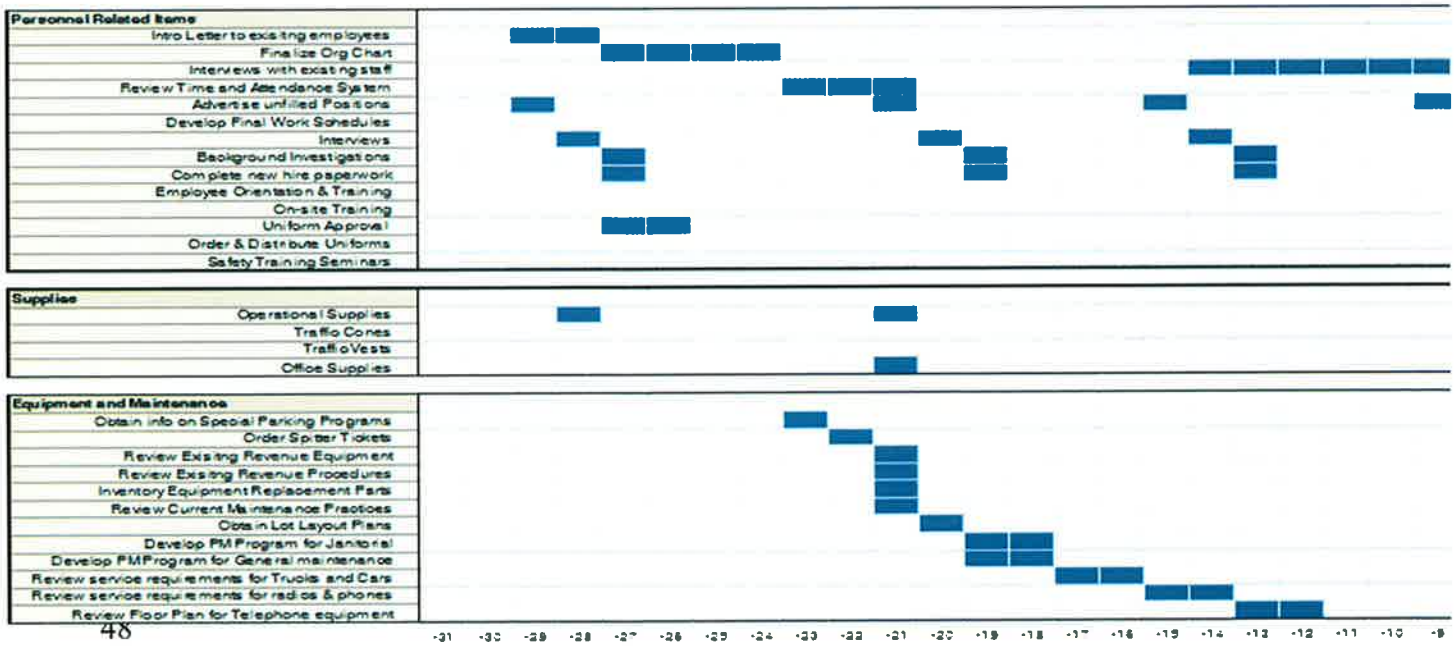
SAMPLE - The City of Coral Gables Transition Check List:

- Confirm Pre Operating Budget with the City
    - Operating accounts set up and funded
- Create transition plan and manual
    - Operations
    - Timeline
    - Marketing
        - Set up meetings with local businesses/universities/attractions
        - City Parking Promotion
        - Advertising
        - Meet-n-Greets with existing parkers
    - Staffing/Human Resources
        - Regional Vice President
        - Director or Operations
        - Staff Accountant
        - Marketing
        - Maintenance Manager
    - Supplies
    - Temporary Office
- Insurance
    - Property
    - Liability
- Documentation
    - Operations and management agreement

Create operating entities (legal documentation)

Below is a sample (30 day) Parking Transition Timeline that will be developed for the City of Coral Gables Parking Facilities





F. PROJECT UNDERSTANDING – APPROACH & METHODOLOGY

Nearly 30% our business across the United States is providing parking services for Municipal and Government clients. We understand the demands and constraints this opportunity to work with the City of Coral Gables brings to LAZ Parking. We have several "hats" we must wear in order to do our job correctly:

- **Operate the City's parking facilities in a prudent cost effective manner.**

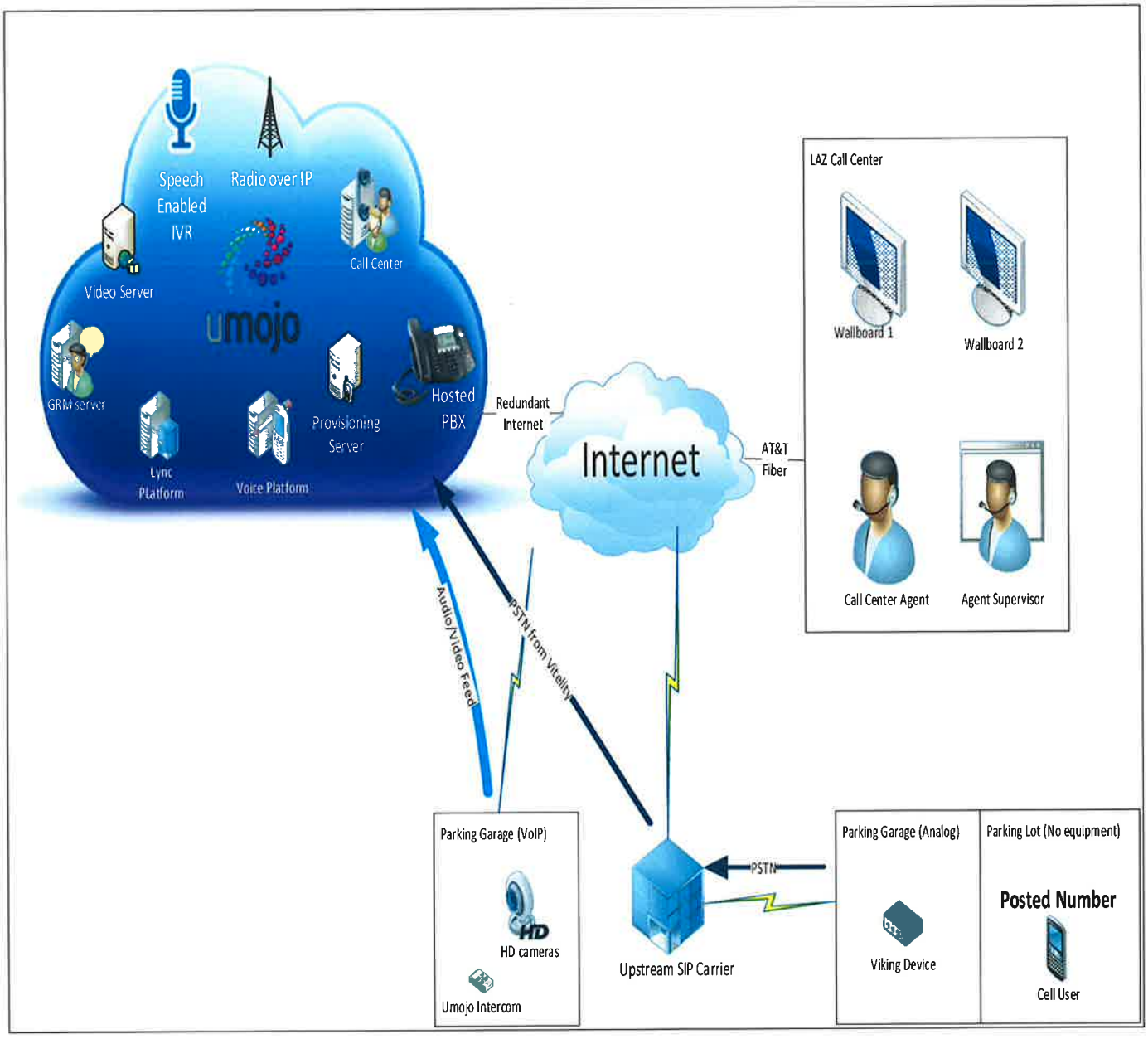
We have provided, on the pricing page, our cost to provide the City of Coral Gables with the services outlined in the RFP.

We will supply all the technology upgrades to integrate the existing parking equipment and camera system which will allow for 24 / 7 monitoring of Garages 2 and 6. The current procedure in place to ask for customer support is unacceptable. We provide this service for our clients at well over 300 locations across the United States. We are very qualified to work with the City of Coral Gables at its facilities.

This pay station's HELP button (Garage 6) is inoperable. Instead, there is a note taped to the machine prompting the patron to call a phone number (305) 733-0266 for "any issues". What happens if your phone is in your car or if you don't have a phone? How do you get help quickly?

REMOTE MONITORING

This is how the LAZ Parking remote monitoring would function. The camera and parking equipment would be routed to our command center in our home office. Calls for assistance would be fielded 24 hours a day 7 days a week. A bilingual staff member will always be on duty to assist our Spanish speaking patrons. A picture is worth a 1,000 words



Centralized Patron Assistance Call Center (CPACC) Operations

In the continuing effort to improve upon *"the parking experience"* for the benefit of our valued patrons, as well as provide efficient and tangible value to our clients, LAZ Parking has implemented a Centralized Patron Assistance Call Center (CPACC) program in the Florida region with bilingual staffing.

The CPACC program is a state-of-the-art support center that provides 24/7 remote operational assistance to patrons utilizing our facilities. From a centralized command center, our program utilizes a variety of real-time communication vehicles (Camera systems, internet access, telephone/intercom/air-phone systems) to speak directly with patrons to provide customer assistance, answer questions, open entry/exit gates remotely, trouble shoot equipment malfunctions and address safety issues at all hours of the day and night.

Some of the tangible benefits the CPACC program provides our clients include:

Improved Customer Service – The CPACC program provides real-time "live" assistance to valued patrons requiring assistance and support. Our program creates the opportunity to produce a positive customer service response from a traditionally unpleasant scenario. In addition, daily activity reports generated by the program for each location provide the facility operations team with the opportunity to provide personalized follow up with the patron.

Security & Safety – The CPACC team is capable of dispatching area support staff and local authorities upon request to the location to assist patrons or address safety concerns.

Revenue Control – The CPACC program provides 24/7 customer assistance and access control. This program eliminates the common practice of raising gates during non-peak or overnight hours. In addition, each call supported by CPACC is logged and routed into a Daily Action Report for the specific facility. Each day the facility operations team reviews the Daily Action report for possible exceptions to the revenue stream requiring follow up. The CPACC program provides a control and support mechanism to track all facets of patron assistance including: delinquent account holders, defective access cards, parking equipment malfunctions, etc.

Operating Efficiency – The CPACC program reduces the need for on-site parking staff during non-peak and overnight hours to provide excellent customer service. Patrons have the ability to access "live" assistance at the touch of a button.

Benefit

- ✓ 24/7, 365 days a year Customer Service Support
- ✓ Reduced Management Cost
- ✓ Efficiency as it allows Porters and Staff to focus on their job
- ✓ Security and Safety

We all know capital dollars can be at a premium for any municipality. If selected as your parking operator, LAZ Parking would be willing to fund the replacement of all the parking equipment at the remaining three garages and tie all five facilities into one centralized control point. We would amortize the cost over the term of our agreement with the City. Additionally, all five garages would be monitored on the same 24 /7 basis. The WPS parking equipment has performed well and it makes sense to provide uniformity with the same equipment in the entire City's parking facilities.

WPS Pay on Foot Station

- **Maintain the parking garages in a clean and safe condition.**

The City's parking garages are filthy! There is no reason, based on the contract hours for housekeeping being purchased currently (176 hours per week), the garages should be in the condition they are! We have specific garage cleaning specifications so no area of the facility is missed. We perform inspections which are done on weekly and monthly basis to insure the facility is clean and safe. Patrons will form an opinion of the City by the appearance of garage where they park their vehicle.

If selected as your parking operator, LAZ Parking, at its expense, will power sweep all the City parking garages to get them in better condition. Additionally, we will contribute $1,000 towards paint to improve the curb appeal of the garages.

Garage 6 – 3rd floor landing

Grease spots should be treated immediately to prevent slip a fall claims

Large debris (like a pallet) should be noticed and removed immediately

GARAGE MAINTENANCE – THE FIRST AND LAST IMPRESSION

Good maintenance of a parking facility is paramount to the overall impression of any property. LAZ Parking's philosophy of maintenance can be summed up as "The White Glove Inspection." Every manager is trained on the basics of facility management. It starts with personnel and then requires comprehensive training to develop a complete maintenance crew. After careful hiring and training, control and follow up, one very important management dimension stressed in our management training is to assure quality maintenance is being followed.

With the use of a detailed maintenance check list, our managers are able to control and monitor the daily, weekly and monthly tasks of our people. These check lists are modified after a comprehensive walk through of the facility with our clients (typically the project engineer) and customized to cover all aspects of a particular property.

LAZ Parking provides general maintenance, including, but not limited to, cleaning, routine touch-up painting, replacement of light bulbs, and minor repairs to equipment, as well as landscaping, preventive maintenance and degreasing. It is recommended that once a year (preferably spring) a thorough power washing be completed in the Garage. Additionally, regular sweeping (once per month) would help keep the facility clean.

Our maintenance program will contain a daily, weekly, and monthly maintenance schedule to help in defining the timing and priority of the tasks. The Project Manager will perform daily inspections to ensure proper maintenance and LAZ Parking's Operations and General Managers will perform weekly inspections as an additional quality control measure.

Maintain the Facilities in an Exceptionally Clean Manner

Our team provides a maintenance plan that will insure the parking facility is consistently kept clean. We use a checklist along with manager inspections to insure that the facility gets the level of attention it requires. Maintenance/janitorial tasks are performed at intervals (daily / weekly / monthly / quarterly / annually) appropriate to the facility and the standards set within the parking industry. This information will be provided to office management for proper execution.

Maintain the Parking Equipment for Ease of Use

The parking equipment will be kept in proper working order. Our team will complete training with the parking equipment's manufacturer or designated local representative so we can be assured that the equipment is maintained to the highest standards.

Light Bulbs

LAZ Parking will be responsible for reporting burnt-out light bulbs in the booths and in the facility and shall inspect all light fixtures at least weekly.

Litter Removal

Litter will be removed from the parking structure on a daily basis, or more frequently if required.

Oil and Grease Removal
Maintenance personnel shall treat oil deposits and grease daily in the parking facilities.

Additional Repairs
LAZ Parking is responsible for daily preventative maintenance and regular minor maintenance on revenue control equipment in accordance with manufacturer's specifications. At a very minimum, such work will include the following items:

- Check and replace ribbons in ticket dispensers
- Clean and check all clocks to be sure the times are correct
- Replace broken or damaged gate arms
- Check and replace all ribbons and receipt tapes on computers, as necessary, to maintain a clear print out

- **Ancillary Services**

Provide superior customer service to each and every patron using the City's parking garages. All employees working at the City of Coral Gables will be bi-lingual (English and Spanish). We will customize our LAZ Training material to be site specific to the City's needs.

Meet regularly with City staff to support parking services and pricing for special events. We understand Coral Gables has a number of special events in the City from time to time. LAZ understands we need to be flexible in our staffing and maintenance to accommodate these events.

Work with area restaurants and retailers to help support their businesses. LAZ needs to be an extension of the City Parking Department and be able to offer assistance when needed

Interact with the valet parking companies supporting area business. The valet companies provide and important service for many restaurants and hotels in the CBD. LAZ will work with the City to make sure they are operating as they are permitted.

G. CLIENT SURVEYS

This page left blank as these documents are sent to the City by our clients directly.

H. PRICING PAGE

Attached is the LAZ Parking pricing page

SECTION 7

Request for Proposals (RFP) No 2014.06.19

7.1: PROPOSAL PRICING

7.2 PROPOSAL PRICING FORM

Each Proposer shall ensure the attached Proposal Pricing Schedule Form is completed in full, with Proposer providing a detailed list of all costs to provide Services.

Proposers should carefully follow the instructions outlined below, particularly with respect to the format and number of pages allotted to each topic, if applicable. Failure to follow these instructions may be considered grounds for excluding a proposal from further consideration.

Proposer shall submit a Proposal expressing its interest in providing the services described herein. To receive consideration, this Request for Proposal must be submitted in its entirety, with all forms executed. All corrections to prices made by the Proposer must be initialed. Any additional information to be submitted as part of the Proposal may be attached behind the Proposal Pricing Schedule Form, carefully cross-referencing each item number and/or letter.

The City reserves the right to add or delete any service, at any time. Should the City determine to add an additional service for which pricing was not previously secured; the City shall seek the Successful Proposer to provide reasonable cost(s) for same. Should the City determine the pricing unreasonable, the City reserves the right to negotiate cost(s) or seek another vendor for the provision of said service(s).

PROPOSER: LAZ Parking FLORIDA LLC

CONTACT NAME / TITLE: Luis Macedo

SIGNATURE: _____ DATE: 7-30-14

ADDRESS: 404 Washington Ave Suite 720 – Miami Beach, FL 33139

TELEPHONE 305 913-4882 FACSIMILE 305 913-4887 EMAIL: LMACED@LAZPARKING.COM

Position	Estimated Hours (YEAR)	Hourly Rate	Annual Cost
Cashier	10,920	$ 20.55	$ 224,406
Attendant	11,024	$ 20.55	$ 226,543
Supervisor	2,912	$ 25.54	$ 74,431

TOTAL $ 525,380

Written total: FIVE HUNDRED TWENTY-FIVE THOUSAND THREE HUNDRED AND EIGHTY DOLLARS

I. PROCUREMENT FORMS

All required forms are enclosed on the following pages

C. PROPOSER ACKNOWLEDGEMENT

CITY OF CORAL GABLES, FL

2800 SW 72nd Avenue, Miami, FL
33155 Finance Department /
Procurement Division

Tel: 305-460-5102 / Fax: 305-261-1601

PROPOSER ACKNOWLEDGEMENT

RFP Title: Parking Cashiers, Attendants, And Supervisors For City Parking Facilities **RFP No. 2014.06.19** A cone of silence is in effect with respect to this RFP. The Cone of Silence prohibits certain communication between potential vendors and the City. For further information, please refer to the City Code Section 2-1059 of the City of Coral Gables Procurement Code.	Proposals must be received prior to **2:00 p.m., Thursday, July 31, 2014** and may not be withdrawn for a period of up to 90 calendar days after opening. Proposals received by the date and time specified will be opened in the Procurement Office located at 2800 SW 72nd Avenue, Miami, FL 33155. All proposals received after the specified date and time will be returned unopened. Contact: Pamela Leja-Katsaris Title: Assistant Chief Procurement Officer Telephone:305-460-5102 Facsimile: 305-261-1601 Email: contracts@coralgables.com

THIS FORM MUST BE COMPLETED AND SUBMITTED ALONG WITH THE COMPLETE PROPOSAL PRIOR TO THE DATE AND THE TIME OF PROPOSAL OPENING.

Proposer Name: LAZ Florida Parking LLC	FEIN or SS Number: 26-1172679
Complete Mailing Address: 404 Washington Ave. Suite 720 Miami Beach, FL 33139	Telephone No.: (305) 913-4882
	Cellular No.: (786)295-7860
Indicate type of organization below: Corporation: x Partnership: Individual: Other: ___	Fax No.: (305) 913-4887
Bid Bond / Security Bond (*if applicable*)_____%	Email: Lmacedo@lazparking.com or dzell@laaparking.com

ATTENTION: FAILURE TO SIGN (PREFERABLY IN BLUE INK) OR COMPLETE ALL RFP SUBMITTAL FORMS, INSURANCE, ADDENDUM(S) ACKNOWLEDGEMENT AND ALL PAGES OF THE RFP DOCUMENT MAY RENDER YOUR RFP NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS SUBMITTAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE RFP DOCUMENTS AND THAT THE PROPOSER HAS MADE NO CHANGES IN THE RFP DOCUMENT AS RECEIVED. THE PROPOSER FURTHER AGREES IF THE RFP IS ACCEPTED, THE PROPOSER WILL EXECUTE AN APPROPRIATE AGREEMENT FOR THE PURPOSE OF ESTABLISHING A FORMAL CONTRACTUAL RELATIONSHIP BETWEEN THE PROPOSER AND THE CITY OF CORAL GABLES FOR THE PERFORMANCE OF ALL REQUIREMENTS TO WHICH THIS RFP PERTAINS. FURTHER, BY CHECKING THE AGREE BOX LISTED BELOW AND BY SIGNING BELOW PREFERABLY IN **BLUE INK** ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY SPECIAL INSTRUCTION SHEET(S) IF APPLICABLE. I AM AUTHORIZED TO BIND PERFORMANCE OF THIS RFP FOR THE ABOVE PROPOSER.

Agree ☑ X (Please check box to acknowledge this solicitation)

Authorized Name and Signature – LUIS MACEDO	**GENERAL MANAGER** *Title*	**July 30, 2014** *Date*

CITY OF CORAL GABLES

PROPOSER STATEMENT

This questionnaire is to be submitted to the City of Coral Gables Procurement Division by the Proposer, along with the solicitation being submitted for the goods, services and/or construction required by the City of Coral Gables. Do not leave any questions unanswered. When the question does not apply, write the word(s) "None" or "Not Applicable", as appropriate. Failure to complete this form as applicable may be deemed non-responsive.

Company Name: LAZ Florida Parking LLC_

Contact Name: LUIS MACEDO Title_ GENERAL MANAGER

Address: 404 WASHINGTON AVE #720 MIAMI, BEACH FL 33139

Telephone (305) 913-4882 Cellular_(786)544-3189 Facsimile_ (305) 913-4887

Email: _LMACEDO@LAZPARKING.COM

Federal Employer Identification Number (FEIN No.): _ 26-1172679

Check One: Corporation _ Partnership _ Sole Proprietary _ LLC / LLP _ Other _

List all current licenses held and provide copies

(a) State of Florida _

(b) Miami Dade County_

(c) City of Coral Gables Municipal License _

(d) Others _

1. State the true, exact, correct and complete name of the partnership, corporation, and trade of fictitious name in which business is transacted and the address of the place of business.

Proposer Name: _ LAZ FLORIDA PARKING LLC

The address of the principal place of business is: _

404 WASHINGTON AVE #720 MIAMI BEACH, FL 33139

2. How many years has organization been in business under present business name? 5

a. Under what other former names has organization operated? LAZ PARKING

3. Are any of the principals of this company employed by the City of Coral Gables? If so, disclose their name(s) below:

NONE

4. Indicate registration, license numbers or certificate numbers for the business or professions which are the subject of this RFP. Please attach certificate of competency and/or state registration.

5. Have you ever failed to complete any work awarded to you or been held in default of a contract? (Y) _ (N) ✓ if yes, state when, where and why? (Please provide the name and contact information of the entity which was involved).

NONE

6. Have you, or a predecessor company or organization, filed bankruptcy in the last three (3) Years? (Y) _ (N) ✓ if yes, information must be provided pertaining to the proceeding and outcome of the action.

NONE

7. State whether you or any officers of your company have been involved in any claims or litigation in the last five (5) years in any way relating to the business being procured in this RFP. Provide details as to the cause and outcome (judgments and settlements) of those claims or litigation, whether it is the present company, a predecessor or related company.

NONE

8. Has your insurance coverage ever been cancelled for non-payment of insurance premiums or any other reason? (Y) _ (N) ✓ If yes, what was the reason? _

NO CANCELLATION WHATSOEVER

9. Have you personally inspected the site of the proposed work? (Y) ✓ (N) _____

Provide any additional information as to qualifications and/or experience, attach documentation to this form.

VALIDATION:

The undersigned certifies the information provided in this questionnaire is correct and accurate.

IF **PARTNERSHIP**:

Signature

Print Name of Firm

Print Name

Address

Title

IF **CORPORATION**:

Signature

Print Name of Corporation

Print Name

Address

Title

WITNESS:

Signature

Print Name

Title

(CORPORATE SEAL)

Attest:

Secretary

VALIDATION (Cont'd):

IF LIMITED LIABILITY COMPANY (LLC) OR LIMITED LIABILITY PARTNERSHIP (LLP):

Signature

LAZ Florida Parking, LLC
Name of Company

Luis Macedo
Print Name

404 Washington Ave #720
Miami Beach, FL 33139
Address

General Manager
Title

IF SOLE PROPRIETORSHIP

Signature

Name of Firm

Print Name

Address

Title

AMERICANS WITH DISABILITIES ACT (ADA)
DISABILITY NONDISCRIMINATION STATEMENT

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

This sworn statement is submitted _

CITY OF CORAL GABLES, FL

by_

LUIS MACEDO

for_ **LAZ PARKING** Florida LLC

whose business address is: 404 WASHINGTON AVE SUITE 720 – MIAMI BEACH, FL 33139

and (if applicable) its Federal Employer Identification Number (FEIN) _ 26-1172679
(If the entity has not FEIN, include Social Security Number of the individual signing this sworn statement:
_ .)

I, being duly first sworn state: LAZ Florida Parking LLC

That the above named firm, corporation or organization is in compliance with and agreed to continue to comply with, and assure that any sub-contractor, or third party contractor under this project complies with all applicable requirements of the laws listed below including, but not limited to, those provisions pertaining to employment, provision of programs and service, transportation, communications, access to facilities, renovations, and new construction.

The American with Disabilities Act of 1990 (ADA), Pub. L. 101-336, 104 Stat 327, 42 U.S.C. 12101,12213 and 47 U.S.C. Sections 225 and 661 including Title I, Employment; Title 11, Public Services; Title III, Public Accommodations and Services Operated by Private Entities; Title IV, Telecommunications; and Title V, Miscellaneous Provisions.

The Florida Americans with Disabilities Accessibility Implementation Act of 1993, Sections 5553.501-553.513, Florida Statutes

The Rehabilitation Act of 1973, 229 U.S.C. Section 794
The Federal Transit Act, as amended, 49 U.S.C. Section 1612
The Fair Housing Act as amended, 42 U.S.C. Section 3601-3631

NON-COLLUSION AFFIDAVIT

State of Florida)
)ss.
County of Miami Dade)

Luis Macedo being first duly sworn, deposes and says that:

(1) Affiant is the General Manager and Agent, **(Owner, Partner, Officer, Representative or Agent)** of LAZ Florida Parking LLC the Bidder / Proposer that has submitted the attached Solicitation;

(2) Affiant is fully informed respecting the preparation and contents of the attached Bid/Proposal and of all pertinent circumstances respecting such Solicitation;

(3) Such submittal is genuine and is not a collusive or sham Solicitation;

(4) Neither the said Bidder / Proposer nor and of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Bidder / Proposer or firm, or person to submit a collusive or sham Solicitation in connection with the work for which the attached submittal; or to refrain from bidding in connection with such work; or have in any manner, directly or indirectly, sought by agreement or collusion, or communication, or conference with any Bidder, firm, or person to fix any overhead, profit, or cost elements of the Solicitation price or the Solicitation price of any other Bidder / Proposer, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed work;

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

[Signature]

Sworn to and subscribed before me this 30th day of July, 20 14

Personally known Luis Macedo

OR Produced identification:

Notary Public-State of Florida

My Commission Expires

[Type of Identification]

ANA VICTORIA HERNANDEZ ZELL
Notary Public - State of Florida
My Comm. Expires May 29, 2018
Commission # FF 127638
Bonded Through National Notary Assn

[Printed, typed or stamped Commissioned name of Notary Public]

DRUG-FREE WORK PLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that LAZ PARKING does:

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 violations of such prohibition.

2. Inform employees about the dangers of drug abuse in the work place, the business's policy of maintaining a drug-free workplace, any available drug counseling, Employee Assistance Programs, and the penalties that may be imposed upon employees for drug abuse violations.

3. Give each employee a copy of the statement specified in subsection (1) that are engaged in providing the commodities or contractual services that are proposed.

4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are proposed, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.

5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so 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 the statement, I certify that this firm complies fully with the above requirements.

Proposer Signature — **Date** 7/30/14

SECTION 6

Request for Proposals (RFP) No. 2014.06.19

6.0: RFP RESPONSE FORMS

SUBMITTED TO:

City of Coral Gables
Procurement Division
2800 SW 72nd Avenue
Miami, Florida 33155

1. The undersigned agrees, if this RFP is accepted, to enter in a Contract with the CITY to perform and furnish all work as specified in the RFP and Contract Documents within the time indicated and in accordance with the other terms and conditions of the solicitation and contract documents.

2. Proposer accepts and hereby incorporates by reference in this Proposal Response Form all of the terms and conditions of the Request for Proposal.

3. Proposer agrees to furnish all labor, services and supervision for the work described in this Request for Proposal.

4. Acknowledgement is hereby made of the following Addenda, if any (identified by number) received since issuance of the Request for Proposal.

Addendum No1 Date 7/22/2014 Addendum No._____ Date_____

Addendum No._____ Date_____ Addendum No._____ Date_____

Addendum No._____ Date_____ Addendum No._____ Date_____

5. Proposer accepts the provisions of the Contract as to penalties in the event of failure to provide services as indicated.

Proposer: LAZ Parking Florida LLC

Address: 404 Washington Ave Suite 720

City/State/Zip: Miami Beach FL

Telephone No./Fax No.: (305 913-4882 / (305) 913-4887

E-mail: dzell@lazparking.com

Officer signing Proposal: Luis Macedo Title: General Manager

Note: Addendums issued may be downloaded on-line by visiting www.coralgables.com, "Open Bid Invitation".

CERTIFICATION OF PROPOSER STATEMENT

I LUIS MACEDO, GENERAL MANAGER certify that I am authorized to act on behalf of LAZ PARKING Florida, LLC pursuant to the RFP and further

acknowledge and understand the information contained in response to this Proposer Statement shall be relied upon by Owner awarding the contract and such information is warranted by Proposer to be true and correct. The discovery of any omission or misstatement that materially affects the Proposer Statement to perform under the contract shall cause the City to reject the bid or proposal, and if necessary, terminate the award and/or contract. I further certify that the following are the names, titles and official signatures of those persons authorized to act by the foregoing statement.

NAME	TITLE	SIGNATURE
CHRIS WALSH	REGIONAL VP	

Signature

State of Florida

County of

On this the 30 day of July, 2014, before me, the undersigned Notary Public of the State of Florida, personally appeared Luis Macedo and whose name(s) is/are subscribes to

(Name(s) of individual(s) who appeared before notary)

the within instrument, and acknowledge it's execution.

NOTARY PUBLIC, STATE OF FLORIDA

NOTARY PUBLIC
SEAL OF OFFICE:

ANA VICTORIA HERNANDEZ ZELL
Notary Public - State of Florida
My Comm Expires May 29, 2018
Commission # FF 127638
Bonded Through National Notary Assn

(Name of Notary Public: Print, Stamp or Type as Commissioned.)

Personally known to me, or
Produced identification:

(Type of Identification Produced)

SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted to

CITY OF CORAL GABLES, FL

by

LUIS MACEDO

for

LAZ PARKING

Whose business address is:
404 WASHINGTON AVE – SUITE 720 – MIAMI BEACH, FL 33139

and (if applicable) its Federal Employer Identification Number (FEIN) 26-1172679

If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement:
_.)

2. I understand that a "public entity crime" as define in Paragraph 287.133(1)(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 of the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an 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.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), **Florida Statutes**, means a 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 record 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.

4. 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 ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. 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 any state or of the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for the 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.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **[indicate which statement applies.]**

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

_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the 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. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list.
[*attach a copy of the final order*]

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

[signature]

SECTION 7

Request for Proposals (RFP) No 2014.06.19

7.1: PROPOSAL PRICING

7.2 PROPOSAL PRICING FORM

Each Proposer shall ensure the attached Proposal Pricing Schedule Form is completed in full, with Proposer providing a detailed list of all costs to provide Services.

Proposers should carefully follow the instructions outlined below, particularly with respect to the format and number of pages allotted to each topic, if applicable. Failure to follow these instructions may be considered grounds for excluding a proposal from further consideration.

Proposer shall submit a Proposal expressing its interest in providing the services described herein. To receive consideration, this Request for Proposal must be submitted in its entirety, with all forms executed. All corrections to prices made by the Proposer must be initialed. Any additional information to be submitted as part of the Proposal may be attached behind the Proposal Pricing Schedule Form, carefully cross-referencing each item number and/or letter.

The City reserves the right to add or delete any service, at any time. Should the City determine to add an additional service for which pricing was not previously secured; the City shall seek the Successful Proposer to provide reasonable cost(s) for same. Should the City determine the pricing unreasonable, the City reserves the right to negotiate cost(s) or seek another vendor for the provision of said service(s).

PROPOSER: LAZ Parking FLJR.njs LLC

CONTACT NAME / TITLE: Luis Macedo

SIGNATURE: _____ DATE: 7-30-14

ADDRESS: 404 Washington Ave Suite 720 – Miami Beach, FL 33139

TELEPHONE 305 913-4582 FACSIMILE 305 913-4587 EMAIL: LMACED@LAZPARKING.COM

Position	Estimated Hours (Year)	Hourly Rate	Annual Cost
Cashier	10,920	$ 20.55	$ 224,406
Attendant	11,024	$ 20.55	$ 226,543
Supervisor	2,912	$ 25.56	$ 74,431

TOTAL $ 525,380

Written total: Five Hundred Twenty-five Thousand Three Hundred And Eighty Dollars