



PARKING MANAGEMENT PROPOSAL

LA Law Library
301 West First Street
Los Angeles, CA 90012

July 2013

Prepared By:

PCAM, LLC
11101 Lakewood Boulevard
Downey, CA 90241
(562) 862-2118 ~ (562) 862-4409 Fax

EXPERIENCE AND EXPERTISE

General Information:

Name of Company: **PCAM, LLC** DBA: **PCA Management**

Address: **11101 Lakewood Boulevard**

City: **Downey**

State: **California**

Zip: **90241**

Phone: **(562) 862-2118**

Fax: **(562) 862-4409**

Web Address: **www.parkpca.com**

Federal ID #: **20-2264403**

Year Established: **1964**

Number of Employees: **1,300+**

Ownership: **Privately Owned / Minority Business Enterprise**

Main contact person for all proposal issues is as follows:

PCA Management

Pep Valdes

Vice President

(562) 547-8468 Direct

(562) 862-2118 Office

pvaldes@parkpca.com

Mission:

PCA Management strives to be an extension of the clients we serve and provide innovative solutions and services that make a difference.

Vision Statement:

To partner with clients, provide quality customer focused service, and to add value to the lives of the people we serve through our core values; integrity, safety, sustainability, technology, leadership, and community service.

Our Core Values:

Integrity: We do what we say we'll do.

Safety: We have a safety-first, zero-incident culture.

Sustainability: We're focused on a brighter tomorrow.

Technology: We utilize state-of-the-art technology and techniques.

Leadership: Our people are by far our greatest asset.

Community Service: We believe deeply in supporting our community.

History:

PCA Management is recognized as a leader and innovator in customer service and satisfaction for Healthcare, Parking, Transportation, and Hospitality Industries. Since its founding in 1964, PCA Management has remained a family owned and operated business with over 1,300 employees, and continues to be one of the largest minority certified parking companies in America.

PCA Management adopts a simple management philosophy: **“Be an extension of the organizations we serve through constant communication with our customers and clients.”** PCA Management values implicitly the importance of knowing your customers’ needs and works hard to resolve problems properly in an efficient manner and to improve service as time goes on.

PCA Management is proud of its longevity in the parking industry, the broad range of its experience, and the high standard of excellence in its operations. To recruit, nurture, and maintain a highly motivated, knowledgeable, and dedicated staff is no small accomplishment. PCA Management has a reputation of quality service and dedication to the needs of our customers precisely because of the premium it places on the ability and integrity of its people, from the executive leadership to every parking attendant. The continuous growth and financial success of PCA Management is the natural result of this philosophy.

Divisions:

Parking Management Services Division

Established 1981

PCA Management’s Parking Management Services Division focuses on the management of non-airport related parking lots. PCA Management’s Parking Management Services Division comprises of approximately 120 lots representing over 35,000 spaces throughout California, Arizona, Wisconsin, Kansas, New York and Colorado. Included, in this Division is PCA Management’s Valet Parking Services, also established in 1981.

Hospitality & Hotel Parking Services Division

Established 1990

As a another natural extension of its business and a complement to its Airport Parking Division, PCA Management built a division focused on shuttling customers from hotels to airports, as well as providing on-site parking and valet services. PCA Management’s Hospitality & Hotel Services Division provides service for over 26 client-hotels representing approximately 13,000 spaces. PCA Management’s company-owned shuttles are utilized by this division at its client-hotels, namely the Hyatt Orange County, the Hyatt Palm Springs, and the Hyatt Grand Champions in Palm Desert. PCA Management currently runs a continuous loop of shuttle buses in the Orange county area of Disneyland beginning at the Hyatt Orange County, with stops at several other hotels including the Crowne Plaza Hotel, to Disneyland and back to the Hyatt Orange County.

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Healthcare Industry Management Division

Established 1998

In early 1998, as a natural extension of its business, PCA Management built a division focused on providing services to the healthcare industry. These services include booth attendants, shuttles, information desk and entrance concierge, cash management, badges, parking management, equipment management, as well as providing on-site valet services. PCA Management's Healthcare Industry Management Division services a number of hospitals and medical clinics representing more than 11,000 spaces. PCA Management currently operates continuous loop and on demand shuttles for such hospitals as Children's Hospital LA, White Memorial, Salinas Valley Memorial, Alta Bates, and Kaiser Oakland.

Transportation Management Services Division

Established 1996

PCA Management also contracts with municipalities to provide transportation services to public and private clients. This division developed out of PCA Management's expertise in operating shuttle fleets at its airport parking facilities. Currently, PCA Management's Transportation Services Division employs nearly 200 associates and services 26 clients, including Cal Train/Joint Powers Board, LA County, IBM, Time Warner and several hotels including the Sheraton, Marriot, Crowne Plaza, Embassy Suites, Holiday Inn, Hampton Inn, Homewood Suites, Courtyard, Residence Inn and Radisson among others, utilizing approximately 130 shuttles.

Fleet Maintenance Division

Established 1998

Fleet Services contracts with public and private entities for a full range of maintenance and repair service for light, medium, and heavy equipment vehicles. It maintains and repairs off-road equipment, hydraulic lifts, and alternative energy vehicles. In Southern California PCA Management's Fleet Services provides service for such cities as the City of Monrovia, and Southern California Gas. In Northern California, PCA Management services over 85 vehicles used in servicing Cal train Commuter and Hotel Airport Shuttle. Fleet Maintenance is capable of working on vehicle sizes from carpool vans to 32-passenger buses and can manage large, moderate, and small fleets across the commercial spectrum. Fleet Services enjoys an exemplary reputation for strong service and meticulous documentation.

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Operational References: *Partial List of Current Parking Contracts Similar In Scope Outlined In RFP*

FACILITY NAME & ADDRESS	FACILITY	NUMBER OF SPACES
Legacy 70 S. Lake 70 S. Lake Pasadena, CA 91101	Office Building	330
Legacy Media Tower 2600 W. Olive Burbank, CA 91505 Classia Acosta	Office Building	470
Corporate Pointe 100 Corporate Pointe Culver City, CA 90230 Bantry Holdings, LLC	Office Building Multiple Services	300
Robertson Plaza 120 North Robertson Blvd. Los Angeles, CA 90048 Darcy Judd	Office Building Multiple Services	360
Shoreline Tower 301 E. Ocean Blvd Long Beach Ca. 90802	Office Building Multiple Services	1,300
Carlton Plaza 20750 Ventura Blvd. Woodland Hills, CA 91364 Bantry Holdings, LLC	Office Building Multiple Services	450
Glendale 501 North Orange Ave. Glendale, CA 91203 Bantry Holdings, LLC	Office Building Multiple Services	800
Childrens Hospital 4650 Sunset Blvd. Los Angeles, CA 90027 Miguel Gonzales	Medical Facility Multiple Services	2,671
Glendale Memorial Hospital 1420 South Central Ave. Glendale, CA 91204 Tom Golden	Medical Facility Multiple Services	1,187
Valley Presbyterian Hospital 15107 Vanowen Street Van Nuys, CA 91405 Gaythri Jith	Medical Facility Multiple Services	1,635
Achdiocese 555 West Temple Street Los Angeles, CA 90012 Terry Casaus	Religious Facility Multiple Services	561

Financial Viability:

PCAM, LLC dba PCA Management is a financially stable company its capacity for profitability expands daily with parking, fleet maintenance and transportation services contracts increasing rapidly nationwide.

Our Auditors examine the books and records of the Company annually and have found, without exception, that all transactions are recorded properly, adhering stringently to “Generally Accepted Accounting Principles” (GAAP). Auditors issue unblemished audit opinions each year.

An Audited Financial Statement is the highest degree of certification available attesting to the financial standing of a company. To our knowledge, we are among the only privately held parking, fleet maintenance and transportation companies operating locally with a long history of annual Audited Financial Statements.

Additional service contracts, acquisition of additional properties, expansion of business services by the Company, and maintenance of profitability from existing operations all contribute to steady increases in gross revenues over the years.

You may contact the President / General Counsel, Eric Chaves, if you have any questions.

Pending Litigation:

PCA Management has not within the past five year period preceding this bid been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

Is not presently indicted or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (1) of this statement; and

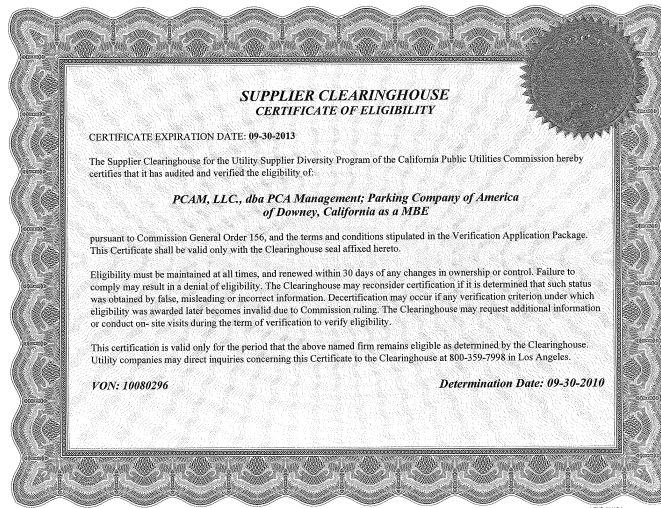
Has not within the past five year period preceding this application/bid had one or more public transactions (Federal, State or local) terminated for cause or default.

During the course of doing business, there are a number of claims reported. We at PCA Management carefully review every claim submitted to our Claims Department. Questionable claims sometimes end up in Small Claims Court where they are eventually resolved.

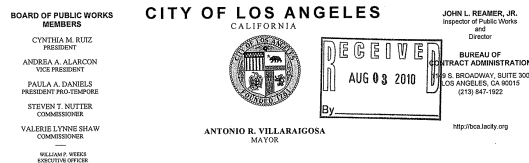
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Minority Business Enterprise:

Agency: Supplier Clearinghouse
Expiration Date: 9-30-2013
VON: 10080296



Agency: City Of Los Angeles
Expiration Date: 8-03-2015
File Number: 11886



Mr. Eric Chaves
PCAM, LLC
dba PCA Management, Parking Company of America
11101 Lakewood Blvd.,
Downey, CA 90241

July 30, 2010
File No. - 11886
Phone No. - (562) 862-2118

RE: MINORITY BUSINESS ENTERPRISE (MBE) CERTIFICATION APPROVAL

Dear Mr. Chaves:

Based on a thorough review of the submitted documents, we are pleased to inform you that your firm has been certified as a **Minority Business Enterprise (MBE)** and has been placed in the City of Los Angeles DBE/MBE/WBE directory as a firm specializing in:

<u>NAICS Code</u>	<u>Description</u>
812930	Parking Lots and Garages

You may review your firm's information in the City of Los Angeles DBE/MBE/WBE database at <http://bca.lacity.org>.

This certification is valid for five (5) years from the date of this letter. If after five (5) years you wish to be certified by the City of Los Angeles and have not received recertification documents, please contact this office. If there are any changes in ownership, control, or work category of your firm during the certification period, you are required to notify this office of those changes in writing. Also, please include your file number on each page of correspondence relating to these matters.

The City reserves the right to withdraw this certification if at any time it is determined certification was knowingly obtained by false, misleading or incorrect information. The City also reserves the right to request additional information and/or conduct on site visits at any time during the certification period to verify any documentation submitted with your application. By accepting certification, the firm of **PCAM, LLC** hereby consents to the examination of its books, records and documents by the City.

AN EQUAL OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

INSURANCE

ATTACHMENT: PCAM Certificate Of Insurance

Insurance Coverage Overview:

PCA Management will provide the following insurance coverage:

1. Worker's Compensation - Statutory Amounts
2. Employer's Liability - \$1,000,00
3. General Liability
 - Bodily Injury - \$3,000,000 CSL
 - Property Damage - \$3,000,000 CSL
4. Automobile Liability - \$1,000,000
5. Crime-\$1,000,000
6. Excess Umbrella Liability - \$2,000,000 (over garage coverage)
7. Excess Garage Keepers Liability - \$1,000,000 (combined single limit each Occurrence)

Waiver Of Subrogation Rights:

PCA Management's insurance policies contain a waiver of subrogation rights in which PCA Management's insured's may have against those parties shown hereinafter.

Notice Of Cancellation:

PCA Management's "***Certificates of Liability Insurance***" provides for 30-day written notice of cancellation and the ability to name additional insured.

Deductibles:

All deductibles will be the sole financial responsibility of PCA Management.

Claim Procedures:

At times accidents will happen. If there is an accident:

- Assist the customer immediately.
- Notify the Supervisor immediately. They will handle the situation or guide the Attendant in handling it.
- Maintain a calm attitude.
- Do not accept responsibility or agree with any assertions of responsibility for repairing damages.
- Inspect the entire vehicle for damage, not just the part that the customer points out.
- Complete an incident report once the parties involved have departed. Make sure only facts are included on the form.

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- Notify the corporate office using a Parking Company of America Vehicle Damage/Loss Report form no later than the morning of the next business day following the incident.
- Make and give/mail a copy of the form to the customer.

Damage Claims:

No Parking Manager, Supervisor, or Attendant has the authority to grant or deny any claim. Authorized claims representatives review the information submitted on the Vehicle Damage/Loss Report and any other relevant documentation. Claims representatives conduct additional interviews with the claimant, PCA Management personnel, and any witnesses to the incident if necessary. PCA Management honors or denies a claim within 48 hours. If a claim is honored, PCA Management requests claimants to submit two estimates for damage repair to the corporate office in Downey, CA within 30 days. The company reserves the right to reject any estimate for repair damage if it determines that such amounts exceed reasonable costs for the repair in question. If a claim is denied, PCA Management notifies the claimant in writing explaining the basis for the denial.

PCA Management follows through promptly on a damage claim once the repair amount is agreed upon and the work is completed.

OPERATIONAL PLAN

Management:

PCA Management will provide the necessary management and personnel with the expertise to ensure sufficient operation of the parking services.

- **Alex Martin Chaves:** Chief Executive Officer
- **Eric Chaves Esq.:** President, General Counsel
- **Renee Valdes:** Senior Vice President
- **Pep Valdes:** Vice President, Director of Business Development
- **Suzie Cooley:** Director Of Operations
- **Aaron Chaves:** Operations Manager (***Account Supervisor***)
- **Monnique Reynes:** Controller
- **Eduardo Erbes:** Regional Parking Manager

Proposed Account Supervisor

Aaron Chaves

Operations Manager
949-235-3773 Cell
562-862-2118 Office

ATTACHMENT: Mr. Aaron Chaves - Resume

The Account Supervisor's primary responsibility is the monitoring of all services related to this parking operation. The Account Supervisor serves as a liaison with representatives of LA Law Library. During the first several weeks of operation, the Account Supervisor assumes a major role in implementing the transition to PCA Management service. When service commences, the Account Supervisor coordinates personnel deployment; performance evaluations, administrative support and reviews project accounts (if applicable). This includes, but is not limited to, conducting on-site training to monitor efficiency, safety, and customer service, assigning personnel, generating and submitting all required operating reports, and responding to customer comments or complaints within 24 hours. The Account Supervisor will be available to be on-site during service operating hours and will be available via cellular phone anytime to provide assistance immediately if a major disruption or other significant problem occurs.

The performance goals of an Account Supervisor are to ensure that service meets the expectations of LA Law Library consistently, to ensure the accuracy of financial reporting and billing, and to engender excellent labor/management relations

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Supervisory Process:

PCA Management believes implementing a complete supervisory process is an essential part of Operations. PCA Management will devise a supervisory program specific to the type of operations or as requested by LA Law Library. As part of the general practices PCA Management conducts the following supervisory processes:

Parking Operations

- **Unscheduled Facility Inspections:** Supervisors will conduct a walkthrough the facility to ensure that the personnel are checking their work area properly for any debris or foreign objects. Failure to properly conduct a facility inspection may result in disciplinary action.
- **Daily Report:** Supervisors will review the daily report to ensure that the personnel are properly filling out reports. Failure to properly complete daily reports may result in disciplinary action.
- **Secret Shoppers:** PCA Management will randomly send out independent mystery shoppers to ensure that the services are up to PCA Management and LA Law Library' operational standards, procedures and policies.

Personnel:

PCA Management recruits, interviews, and evaluates in good faith all potential employees. The employment policy of PCA Management requires that all personnel assigned to an operation read, speak, and write English and can follow written and verbal instructions in English.

Every employee must be 18 years of age and complete an application for employment. They are required to present a valid driver's license, a copy of a current Department of Motor Vehicle individual printout, and consent to a general background check and drug test before being hired by PCA Management. This background investigation includes a criminal check verifying no felony or misdemeanors during the period of the report, and a check of the individual's driving record. PCA Management never knowingly employs or retains any individual convicted in a court of competent jurisdiction of theft or of misappropriating funds. PCA Management reserves the right to conduct such investigations unless the contracting authority request such policy be implemented.

PCA Management always has adhered and continues to adhere to all laws regarding the employment of aliens and others. Moreover, PCA Management certifies that all employees meet citizenship or alien status requirements as stipulated in Federal and State statutes and regulations. The policy of PCA Management always has been to hire only United States citizens or individuals legally permitted to work in the US.

PCA Management will obtain a further verification of employment eligibility status required by Federal statutes and regulations as they exist currently and as they may be amended thereafter. Additionally,

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PCA Management will maintain files pertaining to all related documentation for such employees as prescribed by law. PCA Management willingly assumes full responsibility for its actions in this area.

PCA Management never knowingly hires any individual who has been convicted of a crime involving theft, dishonesty, embezzlement, physical violence, or threat of violence. Physical violence crimes include, but are not limited to, assault, rape, murder, or robbery.

Hiring Process

For our contract operations, PCA Management uses the following process to hire employees:

1. Application

- Applicant completes standard PCA Management application form
- Submits DMV printout (30 days current)
- Staff verifies past employment and references
- PCA Management obtains consent form potential employee to request prior drug testing information from previous employer

2. Process Hiring

- Pass Drug Test
Includes:
 - Amphetamines
 - Barbiturates
 - Benzodiazepines
 - Cocaine
 - Marijuana Metab
 - Methadone
 - Opiates
 - PCP
 - Propoxyphene
- Verify prescription medicine (if applicable)
- Background Check (*Upon Hiring*)
Includes:
 - Office Of Inspector General (OIG)
 - Criminal
 - Department Of Motor Vehicles (DMV)
 - Social Security
- Staff submits form for DMV administered Pull Notice Program (PNP)

3. Company Orientation & Training

- Company Employee manual distributed and explained
- Customer relations training
- Safety Procedures of Location
- Understanding and completing reports
- Passenger relations: general service, accommodate special needs, sensitivity training
- Safety (video and lecture): review vehicle specs, defensive driving, ADA-equipment, passenger safety, driver safety, traffic laws and regulations

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- Understanding and completing reports
- Pass CHP-required Proficiency Test

4. Assignment

- Familiarize attendant or valet with the facility
- Training: Equipment used, record keeping, cash management procedures, deposits, and ticket transactions.
- Understand and complete reports specific to the needs of the transit authority
- Familiarize driver with vehicle: review engine, brake system, fuel system, heating & air conditioning, tires, signage, interior / exterior appearance
- Route training (fixed and demand response): maps, on-site travel
- Fueling procedures
- Understand and complete reports specific to the needs of the transit authority

5. On-Going Training

- Monthly safety meetings
- Questions from employees
- Open forum for employees and managers to discuss productivity improvement

6. Evaluation

- 6-month probationary period for new hires measuring overall efficiency based on all of the criteria above
- Annual evaluation of all drivers by Project Supervisor encompassing On-Time Efficiency, Safety, Passenger Relations, and Reporting
- Ongoing monitoring of employees through the DMV pull notice program and random drug testing.
- Unobserved road checks of drivers by supervisors on a random, but regular basis

Uniforms

All attendants, and cashiers will be required to wear PCA Management issued uniforms. LA Law Library will determine the type, style, and color of uniforms to be worn by PCAM Employees for this particular location. Employees are required to keep their uniforms clean and neatly pressed. The following are among PCA Management's standards for appearance:

- Must be well groomed
- Beards must be well trimmed.
- Hats are not permitted unless it is a PCA Management hat.
- No discolored or faded jackets or vests can be worn.

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Training

All employees receive extensive training before assignment to an operation as well as additional, hands-on training at the designated sites.

PCA Management requires on-site orientation to emphasize its commitment to consistent high quality service, learning about operations, procedures, and the high performance standards that are guaranteed to ensure customer satisfaction. This orientation consists of our joint commitment to high quality and to consistent superior service and personnel learning the intricacies of their location and its specific procedures with an emphasis on safe, courteous, and prompt service. In addition to the standard employee orientation-training, PCA Management will also provide conflict resolution, harassment prevention, internal map, and surrounding area map training.

Please Note: Ongoing quarterly training will be provided to ensure all personnel is current with procedures, and operational policies. Such training records will be available upon request.

▪ **Customer Service and Professional Conduct**

Parking is a service business. PCA Management insists on courtesy and professionalism from all employees who provide parking services. We behave courteously and professionally with everyone we encounter during business operations.

Each customer who interacts with the Company is left with a feeling about our company. Their feelings and impressions will relate directly to their experience with each employee. Our employees are the Company to our customers. This is what makes the work employees do both challenging and rewarding.

Employees provide a service that meets our customer's expectations and satisfies their needs so that they will have a positive experience and will continue to use this facility and the many others we operate. The next several pages explore the key factors in providing superior customer service.

▪ **Providing Excellent Service**

Customers are demanding. They often expect you to know what they want without telling you, and many will be disappointed when you don't. As service professionals, we already know many of the customers' expectations. However, one may want to ask: "What do my customers want from me?" Courtesy, good manners, civility, and prompt service are obvious answers. Other important aspects of the service given are the way Attendants dress, the way they move, the way they speak, the way they make eye contact, listen and respond. Even the way employees act when they are not taking care of customers, but are still within their view, creates part of the image customers have of employees and PCA Management. All actions must project to customers -- as if they were told directly -- "I know what you need, and I will take care of you."

▪ **Five Customer Expectations**

Customers evaluate service quality on the following five factors:

- **Reliability**
- **Responsiveness**
- **Courtesy**
- **Understanding**
- **Presentation**

Our goals are to provide what was promised, to be dependable and accurate, and to assist customers in a timely manner. Attendants and Managers offer help routinely when a customer looks puzzled or has questions. They remain polite, confident, and knowledgeable. If they do not have answers to a customer's question, someone who does is contacted as soon as possible. Attendants and Manager are sensitive and caring when solving a problem or answering questions. They make their work area presentable in every detail. Cleanliness and neatness communicate capability and quality.

Now we examine the customer's five primary expectations in detail:

▪ **Reliability**

Customers are very sensitive to the consistency of the service they receive. Therefore, it is important that situations are handled consistently. Customers form opinions about what one will and won't do for them. Customers are always comparing service with that of others. As service providers, we strive to do the best job possible so our customers return and spread good words about PCA Management. Employees are required to know the policies and procedures manual.

▪ **Responsiveness**

Nobody likes to wait. The most frustrating aspect of waiting does not know how long the wait will be. If Attendants know the wait may be more than 3 minutes, they inform the customers how long it will be before they receive assistance and do so with a smile!

▪ **Courtesy**

All PCA Management employees are knowledgeable of the service and communicate respectfully with their customers. They work conscientiously to attend to customer needs within the range of their responsibilities and abilities. Customers may expect it, but Attendants do not have to know everything. They answer questions as possible and if additional assistance is needed, the customer is told, courteously, that another staff person is being contacted.

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▪ **Understanding**

Everyone is a customer at some point in our daily lives. We train and remind employees to think about how they want to be treated as a customer and to treat the customer the same way. Listening attentively to customer requests without interruption is essential to serve them effectively. Sometimes a customer just wants someone to listen to them, not necessarily to solve their problem(s). If a mistake is made, a sincere apology follows. Corrective action is taken.

▪ **Presentation**

Employees take pride in their appearance. They wear clean and neat uniforms each day and inform their supervisor when they need replacements for worn uniform pieces. Smile and say "please," and, "thank you" -- and mean it! Practice good posture. Ensure the public view of the work place is clean and safe. They have, and project, a friendly attitude.

Responsibilities:

PCA Management shall provide approved uniforms to all employees to be worn at all times while on duty. In accordance with standard PCA Management policy, employees must keep their uniforms clean and neat at all times, otherwise they shall be replaced.

The standard policy of PCA Management requires that personnel be clean and neat and shall assist customers in a prompt, polite, and businesslike manner. Personnel who fail to comply with PCA Management general rules for conduct may be removed from the work site.

The full range of responsibilities for Account Supervisor, and Parking Attendants are as follows:

Account Supervisor Duties

- Oversight and approval of Daily revenue collection and deposits
- Supervising, planning, and scheduling employee duties
- Hiring and dismissing employees
- Evaluating employee performance
- Counseling and disciplining employees
- Investigating and responding to customer complaints
- Resolving conflicts
- Overseeing the operation of the revenue control equipment

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Parking Attendant/Cashier Duties

PCA Management trains Parking Attendants in the correct operation of parking lots, collecting funds, and serving customers promptly, courteously and efficiently. Attendant/Cashier duties include:

- As customers arrive at the lot:
 - Admit authorized vehicles into the facility (and greet all customers with “Good morning / afternoon / evening, etc.”).
 - If required, issue customers time-stamped parking tickets.
 - If required, receive each customer’s keys and attach a ticket stub to it for valet or stack parking purposes.
 - If required, write the last three numbers of the vehicle license number on both portions of the ticket stub to maintain vehicle accountability.
- Perform proper Revenue Control procedures as directed:
 - Calculate charges correctly and collect money from customers exiting the parking area.
 - Count funds collected for proper accounting.
 - Lock money in cash drawer / safe.
 - Turn funds over to Parking Supervisor, Regional Manager or designated representative.
- As directed, perform the following administrative functions:
 - Complete a log report summarizing activities performed, unusual incidents, and emergency situations.
 - Maintain files and store all log reports, cash, ticket receipts, and other materials for collection by the Parking Manager or Account Manager
- Conduct routine physical inspections of parking areas as necessary.
- Maintain constant surveillance of the parking lot area to ensure the security.
- Provide assistance to customers as necessary and direct customers to available parking spaces.
- Report unusual or serious incidents to the Parking Manager as soon as possible.
- Perform duties as directed by the Parking Manager, Account Manager, other PCA Management managers, and Contracting Authority Representative authorized to provide directions concerning parking operations.
- Assist the Parking Manager at all times.
- With automated parking equipment:
 - Perform any minor maintenance on automated parking revenue equipment as permitted by the contract.
 - Report problems regarding the operation of the automated parking equipment to the Parking Manager, Account Manager and Contracting Authority.
 - Check parking facility equipment periodically to ensure it is operational.
- Ensure all communication equipment operates properly.
- Maximize available parking space and ensure all vehicles are parked properly.
- Maintain safety by assisting and directing customers entering and exiting the parking areas.
- As customers depart the parking facility or lot:
 - Respond as quickly as possible when a customer presents a ticket stub.
 - Inform customers about the availability of parking services and fees; give directions to nearby establishments and points of interest.
- Ensure the Attendant’s booth is manned at all times during hours of operation.
- Receive training by Supervisors, PCA Management Managers, and Contracting Authority authorized staff regarding operation of parking facility equipment.

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Maintenance Duties

- Ensure the performance of Revenue Control Equipment
- Maintain the parking facility, including all signs, equipment, parking equipment, parking booths, offices, storage rooms, and other common use facilities therein, in a clean, neat, sanitary, orderly, and first-class condition.
- Notify property management of any and all needed repairs and obtain approval, in writing, before proceeding with repairs.
- Provide daily clean up and trash disposal to areas designated by property management.
- Obtain approval and schedule weekly sweeping of the parking facility.
- Perform, at the request of property management, any and all restriping or line repainting.

Use of Subcontractors:

PCA Management will not subcontract to any other company for the operations at The LA Law Library.

Immigration Naturalization:

PCA Management is compliant with the Immigration Reform and Control Act of 1986. PCA Management requires all personnel to provide the necessary documentation to establish identity and employment eligibility. All personnel at this location will be U.S. Citizens per LA Law Library request.

Equal Employment Opportunity:

PCA Management is a equal opportunity employer and is compliant with Title VII of the Civil Rights Act of 1964 and that no person shall, on the grounds of race, creed, color, disability, sex, sexual orientation, national origin, age, religion, Vietnam era Veteran's status, political affiliation, or any other non-merit factor, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under this contract.

RECORD MANAGEMENT

PCA Management maintains accurate records of daily inventory volume or other cumulative data regarding parking operations as required. Such records include:

- Usage logs
- Monthly sales logs
- Tickets
- Computer printouts
- Monthly reports and all supporting documentation
- Non-financial documents including, but not limited to, communications, incident reports, and employee evaluations

Generally, PCA Management retains documentation for up to five years or as required by contracting authority. Client may inspect records and documents anytime with reasonable notice.

Reporting:

- **Monthly Activity and Gross Revenue Reports**

PCA Management will provide a Monthly Activity and Revenue Report by the 10th of each month or as specified by LA Law Library. The Report will include the following information, itemized by Parking Facility and then totaled for all Parking Facilities:

- The amount of Parking Fees collected during the previous month;
- Tenant Payment Registers
- Amounts collected on account of city parking taxes and other taxes;
- The Parking Fees collected from daily, monthly entries, film companies, special events, pre-paid events
- The number and types of free or exempt entries;
- The amounts paid, number, type and account number of prepaid and monthly entries;
- The number of validated parking hours and fees paid by validating businesses, if any;
- The parking ticket series assigned to each Parking Facility and sold during the previous month;
- The beginning and ending vehicle counts by the automated vehicle counters for the month;
- Delinquent monthly Parking Fees by account name and number if applicable
- Parking Validations

- **Incident and Complaint Reporting and Procedures**

PCA Management will implement procedures to handle all incidents, accident or events that could possibly give rise to a claim for liability, thefts, vandalism, property damage, and customer complaints, such procedure at a minimum will include:

PARKING MANAGEMENT PROPOSAL: LA Law Library

1. Inspection of the facilities on a regular basis, reporting to LA Law Library any items of disrepair, potholes and/or irregularities to the parking facilities.
2. Immediately upon occurrence, report any accident, incident, or event that can result in a claim to LA Law Library. PCA Management will provide a written report within 24-hours to LA Law Library.
3. Keep and maintain a log of all oral and written complaints received directly from the public. Logs will contain the following information:
 - a. Date
 - b. Nature of complaint
 - c. Copy of written complaints
 - d. What and when action was taken or why no action was taken
 - e. PCA Management will submit copies of complaints along with resolution within 10 days from receipt of the complaint and forward copies of the logs on a monthly basis.
4. Provide phone service for the parking attendants the parking facilities. Have 24 hour, emergency contact numbers posted in the facilities (such as cell numbers and managers home numbers).
5. Be able to resolve complaints relating to employee attitude, appearance, service, application of parking policies, charging of fees and other issues concerning the day-to-day operation of the structures to LA Law Library. PCA Management will forward any complaints outside the scope of service to LA Law Library within forty eight (48) hours from receipt.

Revenue Control Procedures:

PCA Management shall abide by the stated requirements throughout the term of the Agreement identified in the RFP. The requirements include but will not be limited to the following:

- **Revenue Collection.** PCA Management will implement revenue control procedures to account for parking fees collected, tickets issued, collected and lost. Daily reports and logs that contain the name of the parking personnel who open and close the POF devices, opening and closing ticket numbers and a list of overnight vehicles with amount due, shall be maintained. PCA Management will implement a secure system for collecting and moving cash from cashier areas or POF devices to the Facility's management office. PCA Management will ensure that all revenue is accurately counted and secured in a safe(s) and that security procedures are implemented that prevent theft or expose pilferage.
- **Bank Deposits.** PCA Management will deposit daily, all gross revenues collected from the Facilities into a bank account deemed appropriate by Facility Management. Deposits will be made by the close of the next business day following the day on which revenue is collected.
 - PCA Management will transmit a daily listing of deposits to LA Law Library electronically or by facsimile each business day.
 - PCA Management will be responsible for safekeeping parking revenue at all times, including overnight and on weekends, until revenue is deposited into the agreed upon account.
 - Gross revenue will include all revenue generated from the Facilities including but not limited to parking fees collected for daily transient parking, monthly parking permits, special events and any other revenue designated by LA Law Library.

PARKING MANAGEMENT PROPOSAL: LA Law Library

- **Petty Cash Account.** PCA Management will maintain a petty cash account to ensure timely deposits of all gross revenues into LA Law Library bank account. The petty cash account shall also be used to cover all change or replenishment needed for the cashier booths and/or devices at the Facilities.

RISK MANAGEMENT

Emergency Procedures:

Every employee is prepared for emergencies before they happen. The Management Roster and Facility Information Form provide essential contact phone numbers needed in a wide variety of emergencies.

This form is completed and either posted in the booth or placed in the notebook at every location. If Attendants work at more than one location, they are requested to verify that it is completed and accessible at each location. Many of the telephone numbers included are different for different locations, such as locksmith, taxi service and police. Attendants fill in any blanks working with their Manager as needed.

When the form is completed, Attendants call each number to confirm that it is the current number for that service and is the best number to reach that service provider. Attendants make changes as needed to keep all emergency service numbers up to date.

In an emergency, every employee knows the priority is to protect life, limb and property in that order. They do not jeopardize themselves to save property. They are trained to remain calm and to perform thought-out actions as the most effective response during any emergency situation.

The following are the specific emergency instructions given to PCA Management Managers, Supervisors, Attendants, and Cashiers for all types of parking facilities:

A. Power Outages

Should a power outage lasting more than five (5) minutes affect a segment of the revenue control equipment, the following actions will be initiated.

1. Exit Lanes:
 - a. Contact security.
 - b. Remove gate arms(s).
 - c. Open cash drawers.
 - d. Manually compute all fees, noting exit time and fee charged.
 - e. Prepare a list of keycard numbers for all monthly customers exiting during the power outage.

2. Entry Lanes
Manually issue tickets using the following procedures:

PARKING MANAGEMENT PROPOSAL: LA Law Library

- a. Before issuing tickets by hand, note the time, date, "power out," & cashier's name on the first ticket in the stack, which will be voided.
 - b. Remove gate arm(s).
 - c. Write the name on each ticket legibly.
 - d. Maintain a list of the keycard number for each monthly keycard holder entering the facility.
 - e. At the end of a power outage, the ending ticket will note the cashier's name, date and time, and "power outage ended;" then is marked "Void."
3. Inform LA Law Library of outage, duration of outage, and time.

B. Car Leaking Gas

1. Contact Security.
2. Block off area with any available materials that are not flammable or will not create a spark.
3. Attempt to catch leaking as in a bucket or other container.
4. Enforce NO SMOKING in the area.
5. Apply oil absorbent to soak up the gas and prevent slipping.

C. Car or Facility on Fire

1. Call the Fire Department.
2. Contact security and LA Law Library/on-site engineering staff.
3. Pull alarm switch in the facility.
4. Block entrance to the facility. Only Fire & Police Department personnel should enter.
5. Open exit gate(s) even if you have to break the gate.
6. One employee meets the fire truck and directs it to the fire.
7. If possible, use a fire extinguisher on the fire.

D. Fans Stop Running in Underground Garage

1. Check the electrical circuit breakers.
2. Contact security and LA Law Library/on-site engineering staff.
3. If carbon monoxide builds up, you should:
 - a. Open gate(s) to allow quick exiting (break gate if necessary).
 - b. Do not attempt to collect money.
 - c. Block the entrance.
 - d. Prevent customers from returning to their cars until it is safe.
 - e. If the exit gate is blocked, walk through the facility and tell people to turn off their engines and walk out immediately.
 - f. Notify the Facility Manager in charge.

E. Bomb Threat

1. If you receive a bomb threat, notify the Police Department immediately. Then inform the Property Manager who will notify LA Law Library.
2. Contact security.

PARKING MANAGEMENT PROPOSAL: LA Law Library

3. The facility entrance should be blocked to prevent any cars or people from entering. All people in the facility should be evacuated as quickly as possible.
4. Follow all instructions issued by the Police Department or other authority.

F. Accidental Injury or Very Ill Customer or Employee

1. Customer:
 - a. Ask if they need assistance or call paramedics if necessary.
 - b. Make them as comfortable as possible.
 - c. Contact security.
 - d. Write a brief statement of what happened; sign and indicate the time the accident occurred.
 - e. Obtain names and addresses of any witnesses.
2. Employee:
 - a. Provide all details of the injury or accident.
 - b. Write a brief statement of what happened and sign and date it.

G. Burglary

1. Contact security.
2. Do not touch anything that may have fingerprints (doorknobs, desks, etc.).
3. Call Policy and cooperate with the investigation.
4. Notify the District Manager.

H. Mugging and/or Rape

1. Contact security.
2. Call the Police Department and request an ambulance if necessary.
3. Make the victim as comfortable as possible.
4. Block off the area and do not allow anything to be touched or moved.
5. Cooperate fully with the Policy investigation.

I. Robbery

PCA Management instructs all employees: ***“DO NOT BE A HERO!”*** Cooperate with the robber. Do not take unnecessary risks to protect the money. ***“CONTACT SECURITY!”***

J. Major Earthquake

1. Raise all gate arms to exit traffic. DO NOT ATTEMPT TO COLLECT TICKETS OR MONEY.
2. Turn off any gas or water mains in the facility.
3. Search for injured victims.
4. Keep the following items on site always:
 - Earthquake preparedness kit
 - Emergency medical kit
 - Extra supply of flashlights/batteries
 - Battery-powered radio

Security & Safety Inspections:

Periodically, the entire parking area is inspected for suspicious persons and to determine that all vehicles are secure. Particular attention is made, during the course of normal customer service duties, to being watchful of any vehicles that customers may have left unsecured. If an Attendant sees any suspicious activity, such as people looking at contents of cars in the lot, they are required to ask them to leave or to call the police immediately.

A second type of inspection, Facility Inspection, is also important. Facility inspections must be completed at least weekly, with daily inspection the goal. The goal of this inspection is to discover and document all potential safety hazards at the facility. Therefore, inspections must be conducted during daylight and under nighttime conditions. This allows assessment of the function of all lighting devices.

Safety hazards are conditions that could lead to, or play a part in, someone injuring themselves. Examples include a pipe stub sticking up through pavement and oil or grease spills that could create a slip hazard. All safety inspections should be logged in the lot's notebook with the name of the person who inspected printed next to their signature and date.

Safety Rules:

- For the protection and safety of all employees, PCA Management has established the following rules to help prevent accidents and injuries. Compliance with these rules is mandatory.
- Remain in your booth until the customer comes to a complete stop. At that time you may step out to assist them personally
- Proper footwear and clothing must be worn at all times.
- Do not wear loose clothing, jewelry or long hair in a position where there may be danger of them catching in machinery of any kind.
- Horseplay, running, fighting or any activity that might result in injury or waste will not be tolerated.
- Eye protection is required when performing any task that could produce flying particles.
- Operate machinery with all guards in place. Tampering with safety devices is cause for immediate disciplinary action. Inform your supervisor immediately if a safety device has been tampered with or is missing.
- Do not operate any machine you are not familiar with. You must be fully trained and qualified to operate each piece of machinery that you may need to use.
- A machine must never be cleaned, adjusted or repaired until after the machine is turned off, the circuit is broken at the power source (including lock-out) and a warning tag is placed at the point of disconnect. Each person involved in maintenance must have his/her own personal padlock to

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ensure that panels are not opened and power is not restored until all work has been completed.

- Any defects in materials, machinery, tools and equipment must be reported immediately to a supervisor.
- Do not leave tools, materials or other objects on the floor. Items left on the floor might cause others to trip and fall.
- Do not block exits, fire doors, aisles, fire extinguishers, gas meters, electrical panels or traffic lanes.
- Avoid risk of rupture, internal injury or back injury by attempting to lift or push excessive loads. If an object is too heavy to move without strain, ASK FOR HELP. Or, get the appropriate equipment, such as a dolly.
- Observe the correct position for lifting. Stand with your feet slightly apart, assume a squatting position with knees bent and tuck your chin. With your head tilted forward, grasp the load with both hands and gradually push up with your legs, keeping your back straight. Avoid any abrupt or twisting movements.
- Do not allow oil, wax, water, or any other material to remain on the floor where you or others may slip. Clean up or report any spills to your supervisor. Do not allow slippery situations to exist without attention.
- Use appropriate gloves when handling materials with sharp or jagged edges that could cause lacerations.
- Unnecessary and excessive haste is the cause of many accidents. Exercise caution at all times.
- All work-related injuries and accidents, no matter how minor, must be reported immediately to your supervisor.
- It is imperative that all employees become thoroughly familiar with the safety rules above. Failure to comply with safety rules or procedures, or failure to wear the appropriate safety equipment as required, will result in disciplinary action up to and including termination.

Complaint Abatement:

PCA Management knows that when providing a public service, customer complaints are inevitable regardless of how diligent we are providing the best parking management services possible. PCA Management responds to complaints forthrightly because it is important that the company maintains its high standards by correcting situations as necessary and that customers recognize it as such. If an incident occurs, the Parking Manager or Supervisor is contacted immediately and corrective action occurs as needed in accordance with PCA Management policies and procedures. If circumstances warrant, PCA Management understands the authorized designated representative of LA Law Library is the final arbiter in any disagreement between a Contractor and a customer, and PCA Management will abide by any decision made.

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PCA Management teaches employees during training how to respond appropriately to customers who complain about parking services. They are taught to remain polite and respectful with customers at all times to prevent a confrontation. Employees mollify angry customers by listening to their concerns attentively and by making a sincere effort to resolve them reasonably. If the differences cannot be reconciled, employees inform customers that they are unable to do what the customer desires. The attendant gives the customer the name, address, and telephone number of the Parking Supervisor (or other point of contact) at PCA Management Headquarters and encourages the customer to call the appropriate individual to resolve the complaint.

Parking Managers or Supervisors are authorized to resolve most complaints as received while on duty. PCA Management issues cell phones with direct-connect services to the Operations Manager and to Parking Supervisors. Also, the Cashier/Attendant respond to customer complaints or suggestions and report any complaints directly to their supervisor immediately.

Regarding fee disputes, the Parking Supervisor (or Manager) handles such situations first. If necessary, the Operations Manager attempts to resolve any difficulty. Also, the Company maintains a trained staff of customer service specialists and appoints a representative to assist local management in resolving all matters that cannot be resolved quickly.

Knowledge and extensive experience in the parking industry has given the Company keen insight to every component of excellent parking service. Our customer service program meets the public demand for top service along with the needs of our various parking facilities.

We will work with a client's staff to anticipate problems before they arise. Every precaution will be taken to ensure that all traffic flow continues at the highest level of efficiency.

FACILITY MAINTENANCE

PCA Management insists that the appearance of every parking facility we operate is excellent. Well-maintained parking areas reflect the quality of our operations. Clean, well-maintained areas enhance the safety of our customers, clients and employees.

All parts of the facility for which PCA Management is responsible are to be swept as needed but not less than once weekly. Booths, ramps, and all parking surfaces and driveways are to be swept. All approaches, exits, and access ways for pedestrians and cars surrounding the facility must be inspected and swept.

Trash containers distributed in and around the parking area are emptied daily. The trash/dumpster area is inspected and picked up daily while emptying trash containers. If the location needs any equipment to facilitate maintenance duties at the location, the staff informs a supervisor immediately.

PCA Management will take a proactive approach on notifying LA Law Library with any equipment maintenance, repair, or replacement recommendations. In the event maintenance, restriping and or repair need to be completed, PCA Management will source three (3) estimates from outside vendors and present to LA Law Library.

PARKING MANAGEMENT PROPOSAL: LA Law Library

**PCA Management
Parking Facility Inspection Checklist**

Date: _____

Inspector: _____

Lot #/Facility: _____

<u>ITEM</u>	<u>YES / NO / N/A</u>
1) Opened the facility at the correct time	_____
2) Ensured facility properly staffed at all times	_____
3) Verified incoming vehicles for proper permits or other proper authorization	_____
4) Collected fees and issued pre-numbered tickets correctly	_____
5) Ensured entering vehicles had no serious mechanical defects	_____
6) Ensured procedures followed for sub-compact, compact, handicapped, or car-pool spaces	_____
7) Ensured all reserved parking spaces maintained	_____
8) Ensured all vehicles parked in designated spaces	_____
9) Ensured all vehicles parked within lines of parking spaces	_____
10) Provided alternate parking directions when lot was full	_____
11) Enforced posted speed limits	_____
12) Issued notices of parking regulation violations	_____
13) Conducted routine security checks throughout facility	_____
14) Ensured all gates, doorways, or chains opened/closed/locked as scheduled	_____
<u>ITEM</u>	<u>YES / NO / N/A</u>
15) Moved vehicles to assist drivers exiting the facility	_____
16) Parked vehicles in aisles to accommodate incoming vehicles as necessary	_____
17) Removed trash, debris, etc.	_____
18) Maintained a key security system for vehicles left after hours	_____

PARKING MANAGEMENT PROPOSAL: LA Law Library

- 19) Locked all booths, shelters, and offices at end of shift _____
- 20) Posted instructions for vehicles exiting after hours _____
- 21) Provided escort service for employees or guests on demand _____
- 22) Ensured easy access for people with disabilities _____
- 23) Notified Parking Manager or Supervisor to remove graffiti _____
- 24) Operated facility without interference to employees and/or guests _____
- 25) Ensured no unauthorized signs or advertising material displayed in or near facility _____
- 26) Maintained supply of deposit slips and revenue reports _____
- 27) Ensured facility signage remained posted and visible _____
- 28) Ensured lighting remained functional _____

SERIOUS INCIDENTS

- 29) Telephoned 911 for incidents requiring emergency assistance _____
- 30) Notified Parking Manager or Supervisor immediately after dialing 911 _____
- 31) Ensured Parking Manager or Supervisor reported incident to contracting authority within 24 hours of emergency incident _____
- 32) Notified police or private security of theft, vandalism, etc. _____
- 33) Notified Parking Manager or Supervisor immediately after contacting police or private security after criminal incident _____
- 34) Assisted Parking Manager or Supervisor to prepare report to contracting authority regarding criminal incident _____

TRANSITION PLAN:

Transition To PCA Management:

PCA Management uses a “Transition Team” approach to ensure a smooth transition for managing a new or existing parking facility. The actual start-up operation begins as soon as PCA Management receives the authorization to proceed. PCA Management commits to performing all services by the scheduled start date of this contract.

Following notification of the award of the contract, PCA Management uses the planning period to clarify any contractual requirements and to conclude plans for the implementation of services. PCA Management is already prepared to begin operations at the scheduled start date and has the in-house staff and resources to coordinate all logistical requirements fully for every contractual requirement. If unanticipated complications arise, the designated Manager or other authorized point of contact will be advised immediately.

PCA Management maintains constant communication with all designated representatives during the preparation and the initial implementation phase of the project. PCA Management desires to share more than 49 years experience providing parking services and making decisions regarding all facets of such operations with representatives of the contracting authority and their support staff to ensure that final actions are consistent with the overall goals of the program.

The “Transition Team” is made up of experienced PCA Management personnel, each of whom is chosen for the specific attributes that they bring to the overall transition effort. The main focus of the “Transition Team” is to provide new and/or continued service to users of the service without inconvenience or interruption. The “Transition Team” establishes the most effective operational procedures during the transition period and solidifies a foundation for continuous service excellence. Members of the Parking and the Transportation Management Divisions have studied the project specifications and have formulated an analysis of the proposed services to be provided. The “Transition Team” has access to all corporate resources necessary to provide a smooth transition for all patrons and is responsible for the successful implementation of the operational strategy.

Transition Management Team

- **Suzie Cooley:** Director Of Operations
- **Aaron Chaves:** Operations Manager (***Proposed Account Supervisor***)
- **Eduardo Erbes:** Regional Parking Manager

PROPOSAL:

Facility Operations:

PCA Management will maintain, staff and operate the parking facility schedule outlined in the RFP, of which indicate the following days and times:

ATTACHMENT: Attachment A – Operation Schedule

Expense Budget:

In order to ensure the highest degree of flexibility for LA Law Library our proposal is based on an itemized Expense Budget.

ATTACHMENT: Attachment B – Operational Budget

Invoicing:

PCA Management will invoice LA Law Library on a monthly basis with a payment term of Net 30.

Term:

PCA Management proposes a term of three (3) years with optional annual extension(s). In the event LA Law Library terminates contract, for any reason, prior to the three (3) year term, LA Law Library shall pay PCA Management the balance of the unamortized amount of the Equipment (1 Pay On Foot Machine) payments at termination. The equipment shall be a amortized over a 3 year period.

MISCELLANEOUS:

Rate Restructuring:

In order to aggressively position the facilities parking fee structure in the market place, PCA Management will perform quarterly parking rate surveys, report to LA Law Library, and adjust accordingly. Initially, PCA Management suggests lowering the max daily rate to \$0.50 lower than competition, while keeping the existing escalation rate. Doing this will give the perceived value of a lower rate, but in actuality assist with reaching a sustainable daily capacity.

PARKING MANAGEMENT PROPOSAL: LA Law Library

Additional Opportunities:

The LA Law Library garage is ideally suited for the facility to generate additional revenue from surrounding businesses and venues. PCA Management proposes to market after hours parking utilizing unused space in predetermined designated areas of the garage.

Optional Valet / Special Event Bill Rate:

In order to ensure the highest degree of flexibility for LA Law Library, PCA Management proposes an all-inclusive bill rate for optional valet / special events:

▪ **Attendant Rate:**

***\$16.50**

Per Man / Per Hour

** Bill Rates Include Personnel, Employer Cost, Expenses, and Insurance*

** Rates Are Subject To A 3% Annual Increase*

** In the event there is a government-mandated increase in wages or benefits (for example, and increase in minimum wage, the creation of living wage or increases caused by the Patient Protection and Affordable Act), PCA Management will be allowed a price increase only up to the amount of the wage increase. PCA Management must provide LA Law Library with all pertinent supporting documentation. The increase must be paid as an adjustment in the hourly rates for each affected line item of work. PCA Management must give LA Law Library at least 30 days written notice in advance of any rate increase under this agreement*

** All Non-personnel expenses would be considered as Pass-Through to LA Law Library. Pass-Through expenses would be considered but not limited to: Tickets and Printing, Janitorial Supplies, Sweeping, Office Supplies, Telephone Charges, Repairs & Maintenance.*

ATTACHMENTS:

Response Material:

ATTACHMENT: COI – Certificate Of Insurance

ATTACHMENT: Mr. Aaron Chaves Resume – Proposed Account Supervisor

ATTACHMENT: Attachment A – Operation Schedule

ATTACHMENT: Attachment B – Operational Budget

ATTACHMENT: Sample Reporting



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
07/23/2013

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

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

PRODUCER 0726293 1-415-546-9300 Arthur J. Gallagher & Co. Insurance Brokers of California, Inc., License #0726293 One Market Plaza, Spear Tower Suite 200 San Francisco, CA 94105	CONTACT NAME: PHONE (A/C, No. Ext): E-MAIL ADDRESS: FAX (A/C, No):														
INSURED PCAM LLC dba Parking Company of America 11101 Lakewood Blvd. Downey, CA 90241	<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A: ASSOCIATED IND CORP</td> <td>21865</td> </tr> <tr> <td>INSURER B: SCOTTSDALE INS CO</td> <td>41297</td> </tr> <tr> <td>INSURER C: TRAVELERS PROP CAS CO OF AMER</td> <td>25674</td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </tbody> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: ASSOCIATED IND CORP	21865	INSURER B: SCOTTSDALE INS CO	41297	INSURER C: TRAVELERS PROP CAS CO OF AMER	25674	INSURER D:		INSURER E:		INSURER F:	
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INSURER F:															

COVERAGES

CERTIFICATE NUMBER: 26471728

REVISION NUMBER:

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC	X		MZX80930164	04/24/13	04/24/14	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			MZX80930164	04/24/13	04/24/14	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$			XLS0073927	04/24/13	04/24/14	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y/N <input type="checkbox"/> N/A			TRJ-UB6A04856112 ALL STATES	01/01/13	04/24/14	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
A	Garage Keepers Liab.			MZX80930164	04/24/13	04/24/14	All Locs 1,000,000 Ded/Auto 5,000

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

Re: Valet Parking Services / Bid Purposes Only

Included as additional insured as required by contract: SAP LABS

Policy MultiCover endorsement CG 71 58 12 07

CERTIFICATE HOLDER**CANCELLATION**
LA Law Library
 301 West First Street
 Los Angeles, CA 90012

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

AUTHORIZED REPRESENTATIVE

USA

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AARON M. CHAVES

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(949) 235-3773

aaronchaves@parkpca.com

PARKING MANAGEMENT & OPERATIONS

VISION | STRATEGY | OPERATIONS | LEADERSHIP

Business-focused and driven management professional with a wealth of experience in driving operational processes and areas that include building high performance teams, financial management, administrative management, sales, new business development, and client relations for multiple facilities simultaneously within the parking industry. Proven background in successfully managing strategic direction through the analysis and development of core business processes, identifying deficiencies, and developing cost-effective solutions for enhancing competitiveness, spearheading growth, increasing both client acquisition and revenue.

- **Operations Management**
- **Business Development**
- **Contracts & Agreements**
- **Staff & Client Relations**
- **Parking & Traffic Control**
- **Accounting & P&L**
- **Field Operations**
- **Sales Management**
- **Team Building & Oversight**
- **Process Improvement**
- **Relationship Management**
- **Auditing & Payroll**

CORE COMPETENCIES

- Leading and overseeing all aspects of operations for multiple clients and facilities simultaneously.
- Establishing performance goals for all staff; while monitoring performance on a continual basis.
- Devising and implemented all policies, procedures in accordance to business plan.
- Maintaining awareness of all competitor standings in order to assess and accommodate strategic changes in business initiatives.
- Partnering with clients in the negotiation of complex contracts and agreements that meet their needs.
- Overseeing all volume and profit objectives, cost controls, strategies, and programs.
- Driving new marketplace penetration initiatives and building new accounts from the ground up.
- Seeking out and targeting new customers, as well as initiating action plans to secure new business.
- Leading the development and launch of sales plans and marketing activities to effectively maximize market share and achieve sales goals and targets.
- Developing and maintaining a portfolio of highly-respected clientele to include Bowers Museum of Cultural Art-Santa Ana, Embassy Suites- Garden Grove, Chapman University-Orange, Calvary Presbyterian Church-Riverside, and Seligman Western Enterprises-Anaheim.

PROFESSIONAL EXPERIENCE

PCA Management, LLC

Downey, CA

2012 - Present

Company focused on the management of parking lots owned by third-parties and employing over 800 associates and approximately 120 lots/ 35,000 spaces throughout California, Arizona, Wisconsin, Kansas and Colorado.

OPERATIONS MANAGER

Manage and oversee the day to day operations for multiple client locations throughout Los Angeles and Orange Counties to include Children's Hospital of Los Angeles, Our Lady of the Angels Cathedral, Cathay Bank, LA Fitness, and Loyola Marymount University.

- Implement and drive all aspects of sales, financial auditing, contract negotiation, field operations, customer service, human resources, and business administration.

- Manage and oversee all volume and profit objectives, strategies, and programs based on a solid understanding of each category and strong business acumen.
- Maintain awareness of all economic and vital statistic standings in order to assess and accommodate strategic changes in business and sales initiatives.
- Establish and implement a newly created policies and operational procedures to streamline operations.

Central Parking System

Costa Mesa, CA

2011 - 2012

A leader in professional parking management with offices in all major metropolitan areas in the United States, approximately 2,200 parking facilities, and over 1 million parking spaces.

ASSISTANT PROJECT MANAGER ~ South Coast Plaza

Provided management assistance with four separate parking facilities for the offices of South Coast Plaza in Costa Mesa.

- Processed monthly parking for employees of Plaza Tower, Center Tower, and Park Tower.
- Oversaw all aspects of special event parking projects for events at Segerstrom Hall, South Coast Repertory, Samueli Theater, and Founders Hall; all part of the Segerstrom Center For the Arts.
- Managed the scheduling of over 20+ staff for daily and special event parking operations.

Parking Company of America, LLC

Anaheim, CA

1996 - 2011

A leader in the parking management industry providing services to hotels, healthcare facilities, restaurants, and retail establishments.

REGIONAL MANAGER

Managed and oversaw the day-to-day operations of multiple locations to include financial management, budgets, P&L, staff management, process improvement, and client relations management processes. Developed and conducted reviews of all company and client reports, budgets, revenues and expenses.

- Monitored revenue and expenses to ensure performance to budget; supported senior management in all aspects of the budget development process.
- Maintained and enhanced client relationships by recommending services to drive location profitability.
- Created, implemented, and monitored proactive customer service initiatives and resolved customer issues to drive customer satisfaction.
- Managed and conducted facility location audits in order to adhere to Company and customer procedural and service standards.
- Maintained staffing and scheduling levels for each location and business unit within area of responsibility.
- Managed and led employee relations through staff development, communication, and safety/recognition programs; reviewed and monitored employee performance.

Successfully managed a stack/valet parking operation for California State University, Fullerton (10/2006-4/2011)

- Maintained a staff of over 20 and handled traffic flow of over 800 cars daily.
- Cultivated and maintained an excellent relationship with university staff and the California State Police.

Successfully managed daily parking operations at Soboba Casino, San Jacinto (7/2009-8/2011)

- Directed and oversaw the traffic flow of more than 600 vehicles on a daily basis.
- Led and supervised a staff of over 40 team members in the performance of activities.
- Interacted extensively with casino management, security, and maintenance staff.
- Managed other aspects of account to include accounting, auditing, payroll, and scheduling.

EDUCATION

BACHELOR OF ARTS ~ BUSINESS (attended 2011-2012, not completed)

Argosy University, Orange, CA

Attachment A – Operational Schedule

Parking Attendants – Upper

Position	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Upper Level 1 (\$9/Hr)	730am-1230pm	730am-1230pm	730am-1230pm	730am-1230pm	730am-1230pm	OFF	OFF	25
Upper Level 2 (\$9/Hr)	1230pm-530pm	1230pm-530pm	1230pm-530pm	1230pm-530pm	1230pm-530pm	OFF	OFF	25
Upper Level 3 (\$9/Hr)	8am-1230pm	8am-1230pm	8am-1230m	8am-1230pm	8am-1230pm	OFF	OFF	22.5
							TOTAL	72.5

Parking Attendants – Lower

Position	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Lower Level 1 (\$9/Hr)	730am-1pm	730am-1pm	730am-1pm	730am-1pm	730am-1pm	OFF	OFF	27.5
Lower Level 2 (\$9/Hr)	1pm-630pm	1pm-630pm	1pm-630pm	1pm-6pm	1pm-6pm	OFF	OFF	27.5
Lower Level 3 (\$9/Hr)	8am-1230pm	8am-1230pm	8am-1230m	8am-1230pm	8am-1230pm	OFF	OFF	22.5
							TOTAL	77.5

Attachment B - Expense Budget

PCAM @ The LA Law Library (124 N. Hill St., Los Angeles)

	Monthly	Annual
Payroll	\$5,850	\$70,200
Payroll Taxes (Rate 12.25%)	717	8,604
Workers Comp Ins. (Rate 6.58%)	385	4,620
Payroll Processing/Accounting	243	2,916
Uniforms	100	1,200
General Liability Insurance	702	8,424
Licenses And Utility	121	1,452
Tickets And Printing	394	4,728
Garage Maintenance	150	1,800
Signage	42	504
Equipment + Maintenance	422	5,064
PCA Management Fee	950	11,400
TOTAL	\$10,076	\$120,912

Invoice	1234
Date	1/1/13
Page	
Payment Terms	Net 30

Customer ID: 4321
 Billing Period: Jan-13

INVOICE

Bill to:

Customer Number One
 1111 1st St
 Anywhere, USA 11111

Location

5555 - Courthouse
 4321 1st St
 Anywhere, USA 11111

Quantity	Description	Rate	Amount
1	Management Fee Jan-13		\$10,076.00
Subtotal			\$10,076.00
Mic.			
Tax			
Total			\$10,076.00

Please Remit Payment to:
 PCAM, LLC
 11101 Lakewood blvd.
 Downey CA 90241

Past Due Balance: N/A

PCAMManagement
 Parking Company of America



PCAM - Operating Statement
 For the Month Ending - March 31, 2013

	Actual	Budget	Variance
Revenue:			
Daily Cash Garage	\$ 6,849.90	6,500.00	(1,650.10)
Daily Cash Open Lot	\$ 5,380.00	5,200.00	180.00
Monthly	\$ 91,205.25	87,420.00	3,785.25
Validations	\$ 15,280.00	7,900.00	7,380.00
Other Income	\$ 76.00	150.00	(74.00)
Less City Parking Tax	(10,799.20)	(9,924.55)	(874.65)
Total Revenue	\$ 107,991.95	\$ 99,245.45	\$ 8,746.50
Reimbursable Operating Expenses			
Wages	17,976.24	20,189.10	2,212.86
Payroll Taxes	1,975.44	2,422.69	447.25
Workers Compensation	1,330.76	1,817.02	486.26
Vacation/Holidays Accrued	522.68	605.67	82.99
Paychex Fees	147.23	161.51	14.28
Health Insurance	151.93	300.00	148.07
Sub Total Operating Expenses	22,104.28	\$ 25,495.99	\$ 3,391.71
Other Operating Expenses			
Employee Christmas Bonues			-
Insurance General	1,600.00	1,600.00	-
Licenses and Fees	1,730.00	1,850.00	120.00
Fees			-
Bank Charges	139.43	140.00	0.57
Credit Card Fees	308.28	525.00	216.72
Repairs & Maintenance Lot	270.00	250.00	(20.00)
Signs/Advertising			-
Power Sweeping	340.00	360.00	20.00
Garage Power Wash			-
Office Supplies	50.00	100.00	50.00
Telephone	214.75	200.00	(14.75)
Uniforms		200.00	200.00
Tickets and Hang Tags	2,500.00	250.00	(2,250.00)
Janitorial Supplies	36.00	60.00	24.00
Outside Services	72.00	-	(72.00)
Data Processing/ Accounting		50.00	50.00
Fuel		-	-
Auto Damage		100.00	100.00
Postage	13.07	60.00	46.93
Management Fee	1,000.00	1,000.00	-
Total Operating Expenses	\$ 30,377.81	32,240.99	1,863.18
Net Amount Payable	\$ 77,614.14	\$ 67,004.46	\$ 6,883.32

Parking Company of America

LOT # 5555

Daily Report
(Sample)

DAY Monday

Courthouse

DATE 7/22/13

Ending#	12500	Total Tickets Issued	155
Starting #	12345	Tickets Left - Next Shift	41
Total	155	Total Tickets	114

63	X \$ 5.00	\$	315.00
22	X \$ 8.00	\$	176.00
20	X \$10.00	\$	200.00
5	X \$15.00	\$	75.00
		\$	
		\$	
		\$	
2	VIP Validated Tickets		
1	Validated Tickets		
1	Voided Tickets		
41	Cars Left On Lot		
	Total Deposit	\$	766.00
Itemized from last shift		\$	
		\$	
		\$	
Other Income		\$	
	Total Deposit	\$	766.00

Attendant Name Joe Parking Signature _____