



**Parking Management
Services for Downtown
Marietta**

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*THE BEST
PARTNER
FOR THE
DOWNTOWN
MARIETTA*



CITY OF MARIETTA / DMDA & COBB COUNTY

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1 | Project Analysis & Approach

Introduction

In November 2015, the Downtown Marietta Development Authority approved entering into an agreement with Lanier Parking Solutions to perform a management plan and economic study for the parking system in downtown Marietta. The downtown parking system consists of City of Marietta/DMDA on-street parking and off-street surface parking and County off-street decks. The goal of the study is to design a parking system that does the following:

- Delivers a consistent positive customer experience
- Ensures the continued vitality of downtown Marietta, and
- Creates a parking system which is fiscally sound and operationally efficient.

On December 4, 2015 Lanier met with DMDA representatives along with City and County officials to further refine the scope of work. DMDA, City and County officials indicated that the main objectives of the study where to:

- **Provide a high quality parking service which serves customers doing business downtown**
- **Set prices and manage availability to support the needs of users and the community**
- **Respond to constituents changing needs and concerns**
- **Improve the fiscal operations of the system**
- **Fund related downtown infrastructure**

Study Methodology

The methods used to perform this study and subsequent findings and recommendations are based on industry standards and practices commonly used by other municipalities. The Downtown Marietta parking study began with a meeting of Lanier Parking Solutions and representatives of the City and County to define the scope of the parking system. Lanier reviewed all previous studies and updated the public parking inventory.

From the study and observations, Lanier was able to get a sense of the average occupancies and turnover rates during weekdays and weekends. Lanier also conducted a review of similar municipalities and their parking operations and ordinances. Finally, we frequently met and spoke with City and County Officials to receive their input and concerns so we could provide solutions to improve the downtown parking system and programs.

Study Area & Characteristics of Downtown Marietta

The parking study area delineated by Downtown Marietta consists of approximately 16 square blocks bounded by South Marietta Pkwy to the West, Dobbs Street to the North, Haynes Street to the East and Waverly Way to the South (*See figure 1 below*).



Please reference table on the following page for City of Marietta/DMDA and Cobb County parking inventory.

Inventory

The public parking supply consists of on-street and off-street facilities (curb spaces, surface lots and garages). The parking supply for the entire study area is either City of Marietta/DMDA owned or Cobb County owned. The overall parking is summarized below.

City of Marietta/DMDA Parking				
Block Face	Street	Direction	Number of Spaces	Type of Parking
1	Powder Springs	W	9	Curb Parking
2	Powder Springs	W	6	Curb Parking
3	W. Park Sq	W	7	Square Parking
4	W. Park Sq	W	9	Square Parking
5	Church St	W	3	Curb Parking
6	Church St	W	3	Curb Parking
7	Church St	W	6	Curb Parking
8	Church St	W	7	Curb Parking
9	Powder Springs	E	6	Curb Parking
10	Powder Springs	E	6	Curb Parking
11	W. Park Sq	E	14	Square Parking
12	Church St	E	5	Curb Parking
13	Church St	E	2	Curb Parking
14	Church St	E	2	Curb Parking
15	Church St	E	4	Curb Parking
16	Church St	E	8	Curb Parking
17	Winters Street	W	5	Curb Parking
18	Winters Street	E	7	Curb Parking
19	Root Street	E	7	Curb Parking
20	Atlanta Street	W	4	Curb Parking
21	Atlanta Street	W	3	Curb Parking
22	E. Park Sq	W	17	Square Parking
23	Cherokee St	W	3	Curb Parking
24	Cherokee St	W	7	Curb Parking
25	Atlanta Street	E	5	Curb Parking
26	E. Park Sq	E	20	Square Parking
27	Anderson Street	N	6	Curb Parking
28	Whitlock Ave	N	4	Curb Parking
29	Whitlock Ave	N	3	Curb Parking
30	S. Park Sq.	N	16	Square Parking
31	Whitlock Ave	S	5	Curb Parking
32	S. Park Sq.	S	9	Square Parking

33	S. Park Sq.	S	10	Square Parking
34	Roswell St.	S	7	Curb Parking
35	Mill Street	N	6	Curb Parking
36	Mill Street	N	3	Curb Parking
37	N. Park Sq.	N	7	Square Parking
38	N. Park Sq.	N	9	Square Parking
39	Mill Street	S	7	Curb Parking
40	N. Park Sq.	S	17	Square Parking
41	Hansel Street	S	6	Curb Parking
42	Hansel Street	S	2	Curb Parking
43	Dobbs Street	S	5	Curb Parking
44	Dobbs Street	S	8	Curb Parking
45	Dobbs Street	S	10	Curb Parking
1	Mill Street	N/A	77	Surface Lot
2	Dobbs Street	N/A	43	Surface Lot
3	Atlanta Street	N/A	15	Surface Lot
4	Hansell Street	N/A	29	Surface Lot

Cobb County Parking				
Block Face	Street	Direction	Number of Spaces	Type of Parking
1	Cherokee St	N/A	842	Garage
2	Wadell St	N/A	534	Garage

Operational Approach

Lanier has developed a parking operational plan for consideration by DMDA, the City and County. This plan reflects a comprehensive operational approach to the overall system. As mentioned earlier the parking system is made up of both on-street and off-street parking and the policies and procedures of one part of the system impacts the success and failure of the other. For example, low cost on-street parking and high cost off-street parking will result in high demand for on-street parking and low demand for off-street parking.

As a result, Lanier has also recommended a management approach that incorporates both the City and County assets. This approach not only will make the system more efficient but will result in economies of scale reducing costs of operation.

Parking Rates, Time Restrictions, & Hours of Service

Efficient parking pricing can provide numerous benefits to downtown Marietta including increased turnover of on-street spaces therefore improving retail sales, customer convenience, parking facility cost savings, reduced traffic problems and increased revenue.

All parking is not valued the same. When implemented with good user information (signs, maps and brochures that indicate parking location and price), motorists can choose between more convenient, but higher priced parking, or less expensive parking a short distance away. Efficient pricing is particularly important for on-street parking, since these spaces tend to be the most visible and convenient spaces. If

on-street parking is free or inexpensive, motorists will cruise around looking for an available space rather than paying for off-street parking, resulting in parking and traffic congestion and inefficient utilization of off-street facilities. This is what we are observing with the County decks.

To determine the appropriate rate structure Lanier surveyed surrounding cities and mixed use development in the Metro area:

Location	Meter Rates	Days	Hours	Time Restriction
City of Decatur	\$2 per hour	Monday - Sunday	8 am – 6 pm	2 hour
City of Atlanta – Business	\$2 per hour	Monday - Saturday	7 am – 10 pm	2 hour
City of Atlanta – Mix Use	\$2 per hour	Monday - Friday	8 am – 6 pm	3 hours
City of Atlanta - University	\$2 per hour	Monday - Saturday	7 am – 7 pm	3 hours
City of Atlanta – Entertain	\$2 per hour	Monday - Saturday	7 am – 10 pm	4 hours
Atlantic Station	\$3 per hour	Monday – Sunday	24 hours	Unlimited
City of McDonough	\$.50 per hour	Monday – Friday	8 am – 5 pm	2 hour
City of Athens	\$.75 per hour	Monday – Saturday	8 am – 10 pm	2 hour
Emory Pointe	\$1 per hour	Monday – Sunday	8 am – 10 pm	2 hour
Avalon	\$2 per hour	Monday – Sunday	8 am – 10 pm	Unlimited

Our approach to parking pricing in a new paid parking environment is to introduce rates at a slightly lower than market level in order to be sensitive to the community. After the community accepts the changes, rates may be increased slowly to market levels. Based on this approach, the above information and our intimate knowledge of downtown Marietta it is our recommendation that the curb parking, surface lots, and decks be priced in the following manner:

CURB PARKING

- Implement a two tiered rate structure based on location
 - Inside the Square \$1.75 per hour
 - Outside the Square \$1.25 per hour
- Parking pricing will be enforced Monday through Saturday from 8 am – 8 pm; and Sunday 1 PM until 8:00pm
- All spaces would have a 2 hour time restriction
- Patrons would be allowed to pay additional monies after the 2 hour maximum time limit is reached.
 - It is important to note, turnover will be controlled by the rate of parking instead of the actual time limit.

SURFACE PARKING

- Implement a two tiered rate structure based on time of day
 - Daytime \$5.00 flat rate
 - Evening \$3.00 flat rate
- Parking pricing will be enforced Monday through Saturday from 8 am – 8 pm; and Sunday Noon until 8:00 pm
- All spaces would have a 4 hour time restriction

DECK PARKING

- Implement an hourly rate structure
 - 0-20 minutes Free
 - 21 minutes – 120 minutes \$1.00
 - 121 minutes – 180 minutes \$3.00
 - 181 minutes – 240 minutes \$6.00
 - 241 minutes + \$8.00
 - Events \$10.00
 - July 4th \$15.00

- A monthly rate of \$55.00
- Paid parking will be in effect Monday through Saturday 24 hours; and Sunday beginning at 1 PM.
- There would be no time restriction

Staffing and Management Plan

The management and staffing levels for the overall parking operation are based on the size, and complexity of the operation. The appropriate mix of management and staff is critical to ensuring a smooth running operation that is responsive to the needs of the customers it serves.

Lanier recommends staffing the Downtown Marietta parking operation with a single management team that will oversee both the on and off street system. This approach will achieve economies of scale across the City and County systems reducing duplication and expenses. All shared staff costs are allocated to one of the two operations.

Below are the staffing levels for each position delineated by the City and County operations:

City of Marietta/DMDA Staffing Model					
Position	Shared/Not Shared	Wages	Hrs./Week	Days of Operation	Operating Hours
Project Manager	Shared	\$ 25,000.00	20	Monday - Friday	8 am - 1 pm
Manager	Shared	\$ 18,750.00	20	Wednesday - Sunday	12 pm - 4 pm
Bookeeper	Shared	\$ 11.50	28	Monday - Friday	8 am - 1 pm
Maintenance	Not Shared	\$ 10.00	30	Monday - Friday	8 am - 2 pm
Maintenance	Not Shared	\$ 10.00	30	Wednesday - Sunday	2 pm - 8 pm
Maintenance	Not Shared	\$ 10.00	24	Wednesday - Sunday	8 am - 1 pm
Enforcement	Not Shared	\$ 10.00	40	Monday - Friday	8 am - 4 pm
Enforcement	Not Shared	\$ 10.00	40	Wednesday - Sunday	12 pm - 8 pm
Cobb County Staffing Model					
Position	Shared/Not Shared	Wages	Hrs./Week	Days of Operation	Operating Hours
Project Manager	Shared	\$ 25,000.00	20	Monday - Friday	1 pm - 5 pm
Manager	Shared	\$ 18,750.00	20	Wednesday - Sunday	4 pm - 8 pm
Bookeeper	Shared	\$ 11.50	28	Monday - Friday	1 pm - 5 pm
Maintenance	Not Shared	\$ 10.00	40	Monday - Friday	6 am - 2 pm

Once the parking operations starts, the parking manager and on-site staff will monitor and evaluate the staffing levels and make recommendations to the DMDA/City and County regarding operating hours and labor requirements.

Equipment / Capital Costs

Parking equipment at the parking garages, surface lots and on-street spaces will be important consideration for program staff. While there are numerous options available for equipment, the most important consideration for implementation are the convenience and usability of the equipment for patrons.

ON-STREET EQUIPMENT:

Our approach to locating equipment was to provide the more aesthetically pleasing and user friendly equipment (multi-space pay station), which tends to be more expensive to operate, in the Square and the less aesthetically pleasing and less user friendly equipment (single head meters), which tend to be less expensive to operate, outside the Square. As the system proves itself operationally and financially the less user friendly equipment can be upgraded.

For the curb spaces inside the square and surface lots Lanier recommends using **20 multi-space pay stations**. These pay stations offer multiple payment options including coins, credit cards, smart cards, coupons and pay by phone. Multi space payment options offer multiple language support, network capability, real time credit card authorization and remote rate configuration.

For the curb spaces outside the square Lanier initially recommends **180 traditional single head meters**. These meters will only accept coins and pay by phone for credit card capabilities. Over time, as the system proves itself and rates increase these traditional single head meters can be converted to credit card capable.

In addition, a **Pay-by-Cell** platform will be administered to all paid on-street parking areas in downtown Marietta. Pay-by-Cell is a convenient way to pay for parking by using a smart phone and accessing the user-friendly based application or by calling the toll free number. Once users have registered their credit card to their license plate (one time) the system will automatically identify the patron in future transactions by their telephone number or user identification number within the application on their smartphone. Users can then select their zone and amount of time they would like to pay for within the required time limitations set forth by City ordinance. Patrons are reminded via text five (5) minutes before their parking time expires to renew their time. This enhances compliance and reduces the amount of parking violations while generating turnover by the rate imposed on street to park. There will be a \$0.35 convenience fee applied by the vendor when this service is used.

On the following page is a map of single meters (yellow) and multi-space pay station (red) locations:





In addition to actual revenue control collection equipment there are parking collection and counting equipment, enforcement vehicles and office supplies (i.e. furniture, computers, etc.) Below is a breakdown of all the on-street and off street surface lot capital costs.

Parking Collection Equipment	Sub-Total	Grant Total
180 meters heads	\$ 118,800.00	
20 digital pay stations	\$ 218,000.00	
132 poles	\$ 21,120.00	
Coin collector canister	\$ 2,100.00	
Coin counter and sorter	\$ 2,300.00	
Bill counter	\$ 525.00	
Jet/coin counter & sorter	\$ 9,000.00	
Video Surveillance	\$ 2,500.00	
Sub-Total		\$ 374,345.00
Enforcement Vehicels	\$ 12,000.00	
Golf Cart		\$ 12,000.00
Sub-Total		
Office Furniture/Computer Work Station	\$ 9,900.00	
Sub-Total		\$ 9,900.00
Grant Total		\$ 396,245.00

VALET OPERATION:

Due to the streetscapes that are taking place in Downtown Marietta, Lanier would like to recommend a pilot operation that would enhance the visitors experience as they pull around the Square to find available parking. Lanier would like to position the valet stand on the North-west corner of the Square. The valet attendants would charge \$3.00 to help offset the cost of the operation. We are currently projecting 75 cars per day Monday- Thursday between the hours of 11 AM- 9 PM. Friday – Sunday Lanier is projecting an average of 100 cars per day between the hours of 11 AM- 10 PM.

The valet drop-off and pick-up location gives us the opportunity to offer a superlative first and last impression. The operational/functional design of this area will be critical to a successful valet operation.

Valet parking staff will not be viewed as Lanier employees, but as Ambassadors for the City and we will work as your partner to ensure that your guest service standards are met.

The valet program will take into account many different components that can be summarized in the following categories:



Traffic & Access Plan

- Lanier will provide a “Valet Captain” that will provide leadership and interaction with all vehicles coming through this area.
- All arriving Guests will be greeted and welcomed to the square.
- Self-parking Guests will be directed to where available parking is located. Short term parking will be available until the check in process is complete if space is available.
- Valet Guests will be directed to the front desk for check-in and their vehicle nested in a pre-designated area.

Staffing / Training & Development Systems (Customized Valet Training)

Staffing and training is the backbone to any Lanier operation. New, and existing, valets go through a customized Valet Training Program that focuses on safety, service delivery, and customer interaction. Each new prospective valet is assigned to a CVT (Certified Valet Trainer). This is a one-on-one mentorship and the prospective valet cannot work alone until he/she passes a written test and is certified by the CVT.

All valet team members will be properly screened, subjected to behavioral interviewing techniques pass a series of background checks including DMV checks and pass a driving and physical test. All training is customized for your operation and includes but is not limited to:

- New employee orientation,
- Guest Service Modules
- Valet Specific Training (*Certified Valet Training Program – Driving & Physical Test*)
- On-The-Job Formalized Training
- Daily Shift Meetings to Review Operations
- Other site specific training is included after consultation with you.

Revenue Control - Cash Management

Revenue control procedures are extremely important to Lanier. We put layers of checks and balances in place to ensure the integrity of your revenue stream. A few of our systems that are checked and audited daily are listed below.

- Ticket Logs/Checks
- Daily Operational Reports
- Daily Ticket Summary's
- Variance Reports
- Valet Report Reconciliations
- Spot Valet Audits
- Daily, Weekly, Monthly Audits

It is imperative to have systems and controls in place to ensure accurate reporting and maintain the integrity of the revenue stream. Lanier recommends the following daily revenue controls for valet manual ticket operations:

- **Daily Unplanned Vehicle Reconciliation Report** - This report is completed by personnel at the supervisor level or higher at various times of the day. This log verifies proper identification and tracking of each vehicle on the drive.
- **Hourly Key Reconciliation** - This report is completed by the Lead Valet. A report of the number of cars is reconciled to the number of keys in inventory to pro-actively identify lost or missing keys. All Hourly Key Reconciliations are compiled daily to generate a summary of hourly valet volumes and average stay for valet customers.
- **Ticket Summary** - This report is completed daily. The report includes names, hours worked, ticket numbers, cash, credit cards, and any other information regarding revenue.
- **Valet Ticket Inventory Log** - This report is maintained by the Project Manager and initialed by the receiving Lead Valet. This log is updated every time tickets are ordered by the manager, received/shipped, and every time the valet operation receives tickets from the manager.

AUTOMATED VALET SYSTEM & TECHNOLOGY:



A ticketless valet system will make the valet operation more effective and efficient by cutting down on wait times, lost keys and labor costs. In addition, a ticketless valet system can increase revenues and customer satisfaction.

The SMS system is text-based with an in-depth back office program which allows users to receive a broad spectrum of data (revenue, amount of cars parked per day- week- month- year, VIP customers, etc.). Instead of a paper ticket receipt, the ticketless valet system relies on text messages for vehicle registration. Customers simply reply to a text message they received upon check-in and no cumbersome long codes the customer has to enter. TEZ will provide all the necessary equipment for going ticketless. **This Kit includes one 3G Tablet with a data plan included, one Mobile Bluetooth Printer, backup power source, hang/key tags and all the power supplies necessary.**

At the valet stand, customers are greeted and asked for their mobile phone number and the valet assigns a ticket number from the Reusable Hang and Car Key Tags. Tablets are used to collect vehicles and customers' information upon arrival. **When the customer is ready for their car, they reply 'Car' to the welcome text.** The tablet then notifies the valet and it will in turn notify the client when the vehicle is ready.

The attendants have the option to disable automated text if there is a long line of retrieval requests, or in turn send a mass text informing customers their vehicle is ready. There is an optional handheld unit to print tickets for customers who do not wish to give their phone numbers.



Here's How the First Ticketless Valet System Works:

1. **Check-in** - Customer gives valet their phone number when dropping off their vehicle.
2. **Confirmation** - Customer receives Welcome Text message with instructions on how to request their vehicle.
3. **Request** - Customer replies to the confirmation text as instructed when ready for their vehicle.
4. **Response** - Customer receives acknowledgment of request with option to pay by phone.
5. **Check-out** - Customer shows valet their receipt text with ticket number to claim their vehicle.

Additional Features:

- iPhone based application paired with a barcode scanner / credit card reader
- Prevents long lines from forming in high-traffic areas.
- Eliminates paper waste.
- Ability to send customer surveys to increase customer service levels & Customizable satisfaction surveys sent via text message.
- Allows for collection of guest names, vehicle/guest recognition
- Utilizes preprinted bar-coded sequential tickets
- VIN scanning for inventory and guest recognition purposes
- Credit card acceptance with electronic receipts via email or SMS
- Validation program management

OFF-STREET EQUIPMENT:

For the garages Lanier recommends installing a new revenue control system that would include intercoms, new gate arms and bar coded ticket dispensers at the entrances and intercoms and automated pay in lane devices at the exits. After further review, Lanier has now added one additional ticket dispenser per entrance per facility to the equipment purchase line item. Upon exiting customers will insert their ticket into the pay in lane device that will process the transaction automatically. To speed up exiting and to save on equipment costs Lanier recommends **credit card only pay in lane devices**.

Lanier recommends converting the monthly entrance only off of Cherokee Street to a combined transient and monthly entrance.

There will be a transition period for the acquisition of new equipment. The transition plan will include the following fundamental aspects:

- Management Team to meet with the City Marietta representatives.
- Order meters, coin counter, safe, handhelds, vehicles.
- Define needs for office supplies, parking tickets, signage, and other miscellaneous items for advance ordering
- Schedule installation
- If necessary, adjust staffing levels and scheduling of hourly staff



See Exhibit I for an equipment quote for the garages.

Sign Installation

Lanier will work with the City of Marietta to install and properly place new signage. Lanier recommends improving signage placement around the City of Marietta to improve the efficiency of traffic flow. Additionally, creating a consistent signage package throughout the City is a simple, yet effective way to improve the overall brand of the City's parking program. Every sign should be visible and have a consistent look, which conveys a clear and concise message.

It is important for the signage to be visually appealing to the downtown environment and is easily identifiable for residents and visitors. Signage will be geared towards providing more efficient traffic flow that displays visible information allowing customers to be informed about City's parking regulations and navigating the parking areas more effectively.

Maintenance Program

Lanier recommends a thorough maintenance program for the parking operation. Not only does a successful maintenance program establish the comfort level for visitors and residents, it also plays a major role in projecting a favorable impression. A customized maintenance checklist for the City of Marietta parking program detailing all tasks to be performed on a daily and weekly basis is advised. Any checklist developed should take into consideration the expectations of the City.

To properly manage an on- and off-street parking program, tight asset controls need to be in place to protect and secure the City's parking infrastructure.

- **Pay Station Maintenance** - A solid maintenance program that will reduce the expenses of the project and increase its net receipts should be developed. Consistent and preventive maintenance on parking meters and pay stations are essential to operating a well-run customer friendly program.

Enhancing revenue through a disciplined and committed maintenance program is critical. In order for the on-street equipment to do its job in collecting fees, it must be operational.

Management Report & Customer Surveys

Once the new parking program has been operating for a period time, we recommend preparing a complete management report to the City of Marietta/DMDA and Cobb County that will outline challenges and solutions to refine parking operations and ensure continued success. Additionally, the report will provide the City of Marietta/DMDA and Cobb County with a tangible reference tool to help gauge performance.

In order to continuously improve the parking operations, it is vitally important to obtain feedback from residents and visitors. Lanier suggests conducting frequent customer surveys to measure the customer's satisfaction. The service that is delivered to each resident and visitor is crucial to the success of Downtown Marietta. The goal should be to provide a great experience and surveys should be periodically distributed to solicit feedback on the parking program and the level of services. Monitoring and tracking responses to all customer inquiries and negative feedback results in constructive criticism and target points for improvement



Reporting Capabilities

The accounting and record-keeping system used should reflect Generally Accepted Accounting Principles. Shift and/or daily report forms, customized for the project, should be used to record receipts in a clear, easily audited format. The City should require these reports and other methods to ensure close accountability for parking revenues. They should also require a measure of the overall performance of the operation. The essential elements of the reporting systems are:

- A Daily Shift Report records the activity during a given shift.
- The Consolidated Daily Parking Report recaps a single day of activity. Its format is the same as the Daily Parking Report.
- A Monthly Recap for facilities of comparable size summarizes the activity in each facility for the full month in a “one-line-per-day” format. This recap can be used by the client to either post the revenue or, as is typical, to serve as a monthly “check and balance” against the daily postings.

Web Based Reporting Capabilities:

The DMDA/City and County should require web based monthly reporting through a Client Portal located on a website, accessible with user name and password through a “Client Login” link on a website. From here, the City will be able to access report folders segregated by month. Content should be customized based on your individual reporting needs, which could include these standard reports:

- Executive Summary Letter
- Monthly P&L Statement (monthly actual, monthly budget, monthly variance, YTD actual, YTD budget, and YTD variance)
- A year to date statement by base code for each month
- Monthly Itemized Category Report (monthly ledger)
- Monthly Parking Billing Reports
- Monthly Parking Collections and Adjustments Reports
- Aged Receivables
- Monthly Summary Reports for the Contract Parking and for the Validations programs
- Monthly and YTD variance reports
- Scanned copies of all invoice backup associated with the location during the reporting period

Daily Revenue Report (DRR):

The DRR is one of the most important functions of a paid parking program and the City should incorporate it into their account department reports. It should be the responsibility of the location’s Project Manager to ensure that the DRR is emailed to DMDA/City and County each and every operating day.

Prior to the DRR being transmitted, the Project Manager or the Assistant Manager should verify all revenue reported to validate the reports accuracy. The DMDA/City and County should customize the DRR to be used for the Parking program.

Additionally, to make it easier for the DMDA/City and County to verify the revenue reports to your bank accounts, an automated revenue report should be created. The benefits to a DRR are that there are several different elements included to help management understand what is occurring within their program. These elements are:

- *Fully Automated* - Aside from entering in revenue totals and deposit information for that day, formulas will calculate total revenue for each category and end of day inventory.
- *Month to Date* - Each month’s DRR file will have every day’s DRR information listed on a separate tab in Excel as well as provide a summary of the month to date. The data listed is on the Revenue Review tab is pulled via formulas from each day’s DRR.
- *Weather* - In the on-street parking industry the weather will play a major factor in determining the revenue generated. The DRR will track the high temperature for the day as well as the cloud coverage (sunny, partly cloudy, cloudy, precipitation).

Parking Ordinance Modification

As part of this study the city code was reviewed and compared to similar codes with other municipalities in Georgia that have a paid parking program. Our review found that if the City chooses to charge for parking on the curb they will need to make modifications to the City of Marietta code. The best approach would be to compare similar communities and adapt the City of Marietta code to municipalities that have an established paid parking program. By using the City of Decatur as an example, the City of Marietta can establish an effective parking code that parallels other municipalities within the State of Georgia.

In addition, Lanier reviewed the Georgia State statutes to determine if there were any restrictions on a non-sworn officer enforcing parking meter violations. It does not appear as though the Georgia State Statute restricts a non-sworn officer from enforcing parking meter violations. It does restrict a non-sworn officer from enforcing safety related violations (i.e. handicap parking, loading zone violations, etc....).

Lanier would recommend that the DMDA/City and County do their own determination of the City Code and Georgia State Statutes before proceeding.

Enforcement

The parking enforcement program for the City of Marietta consists of two sworn officers who write tickets **from 8:30 am to 3:30 pm, 5 days a week**. If paid parking is implemented additional enforcement should be considered. As indicated in the management and staffing section Lanier would also recommend 2 enforcement officers. However the hours of operation would be extended into the early evening and weekends.



- Enforcing meter violations is probably the most critical aspect of a successful meter program. If not already doing so, it would be prudent for the City to acquire a computerized ticketing system that would require the City to issue computer generated tickets only so that all ticket records will be automatically updated, tracked and archived. In addition, if not already doing so the unpaid ticket delinquency program should be followed through to its final conclusion. This is critical to ensure that tickets are paid in a timely fashion and at a high rate.
- The advent of a paid parking program is expected to result in the issuance of many more tickets than is the current experience in the City of Marietta. Since the fines for parking violations will represent an important part of the revenue, a major objective of the program should be to collect the highest possible percentage of fines. Therefore, the implementation of paid parking is going to necessitate an expended and advanced adjudication process.
- There needs to be a stepped up structure for ticket control that will include a notification process and various penalties for non-payment, including a potential delinquency fee, traffic hearing and involvement of a collection agency. Specific recommendations include, parking violation fines can be paid in person or by mail without incident within 10 days off issuance. Tickets that remain unpaid after 14 days are considered late and result in the generation of a first notification letter and the imposition of a late fee. If a ticket remains unpaid after 14 days from the first notification, then a second notice and final notification letter is sent with a summons to appear in traffic court for adjudication. Finally, non-appearance in traffic court results in the delinquent account being remanded to a collection agency.

Validations

The basic concept of a discounted program is to generate support and participation in the parking program by the business community and to encourage long term parkers (i.e. restaurant patrons) to park in the garages. This may include, at first, some temporary discounts for the garage. After a period of time this discount would be phased out.

Business owners would purchase validations to be distributed to their customers. The discount would be applied to their parking ticket at the exit to the garage. For meter and surface lot parkers, business would not have the option of paying for their customer parking via pay by phone. Patrons would pay for their parking via an application on their phone and once they entered a business they would scan a bar code that would reduce or eliminate the parking charge and that charge would be applied to the business owner.

Special Events

Special events are a common occurrence in downtown Marietta especially in Glover Park on the Marietta Square. As a result, special events can pose a significant impact on parking operations. This impact is often exacerbated when a special event occurs within the confines of a downtown area like Marietta, where there may not be large, contiguous areas of available parking supply nearby, or there is direct competition for the parking supply from businesses or other uses that may be operating during the time of the special event. The key to parking a successful event is to work with all of the downtown stakeholders to plan ahead of time for each event. In addition, the events need to be budgeted. Although events often generate additional income they also require additional resources. Lanier has conservatively reflected the events impact on the budgets attached within this proposal.



In the case of Downtown Marietta, each year the City must deal with dozens of special events of varying size that attract a large number of persons and vehicles to a particular area (or areas) of downtown for a relatively short period of time. Events with anticipated attendance of **(100-2,500)** persons typically result in parking needs that can be addressed within the immediate vicinity of an event's staging location. However, the larger events **(2,500 +)** often create the need for increased levels of planning and effort to deal with the parking demand. The special accommodations for these larger events can range from the need for parking outside the core of downtown, to the provision of shuttle services, to shutting down streets and redirecting traffic to facilitate the traffic to and from the event. In either case, it is extremely important that the City requires an event organizer to work with the parking manager. The parking manager will be able to identify important logistical information about the event including when it will be held, its duration, its planning location and the expected number of attendees. This often results in a better parking experience for all involved.

The on-street event revenue projections are a direct reflection of viable revenue that can be produced from the various City-owned parking lots. A total of 32 events are projected and each lot identified would hold a \$5.00 flat rate. Parking within the square would remain free for as a complimentary service for event organizers, sponsors, visitors and residents alike enjoying the events to promote downtown. The outer layer outlined as curbside parking above, would need to charge the normal hourly rate to help promote long term parking in the City-owned lots and the Cobb County Garages.

Outsourcing Parking Services

Outsourcing parking management has proven successful in cases where municipalities have partnered with private parking management companies. While maintaining control over the parking through contract stipulations, municipal administrators who convert to contracting parking management firms are able to redirect both energies and resources to their core functions. The reasons to consider contracting parking services vary, but often include the following:

- Economies of scale
- Specialization and expertise
- The ability to recommend and invest in capital equipment to reduce costs and improve efficiency
- Eliminate the administrative and financial challenges
- Advanced revenue control system eliminates theft and ensures accountability
- The establishment of clear and concise cash handling procedures and sound auditing principles
- Maintenance programs that ensure equipment is operating efficiently and parking areas are clean and project a favorable impression

Through contracting with Lanier, the City of Marietta/DMDA and County will maximize parking income and customer service, while minimizing the burden of running the business of parking. This occurs with tighter revenue controls, improved technology, and the Lanier customer-first approach.

Organizational Considerations

Whether a City or County's parking demands are large or small, local government has a role in regulating the provisions of parking, enforcing parking laws, and establishing community policies regarding parking, as well as developing and operating parking facilities. The extent of such involvement depends upon a variety of factors, including the community size, the amount of available public parking, and the extent of private market participation among other factors. The complexity of the parking issues involved, and the level of government involvement, also dictates the type of management structure necessary for a city to adequately satisfy its parking obligation.

Depending on local circumstances, a City or Counties' parking responsibilities may include planning, design, construction, regulation, enforcement, marketing, and promotion. These responsibilities may be delegated to one or more departments or individuals. When multiple agencies are involved, it is important that a single individual or single agency be designated to coordinate the activities of all parties.

Lanier will work with the City to update its parking management structure to accommodate an active and integrated system of parking management. Two options Lanier will look at with the City include:

SCENARIO 1: Parking Advisory Committee / Parking Commission / DMDA

A parking sub-committee or commission generally consists of interested community leaders and business people that are responsible for coordinating and monitoring the City or County's parking program and establishing parking policies. Committee members are selected by the Mayor or council and are accountable to those elected officials. Committee actions would be carried out by City or County staff or hired specialists since the committee itself primarily serves in an advisory or policy setting capacity. An advantage of this approach is that it enlists the help of the private and business community in establishing and reviewing parking policies. This aspect could be particularly helpful in cultivating community support for parking regulation changes that are expected to be necessary in downtown Marietta.

SCENARIO 2: Private Management – Public Ownership

A management option which might make sense for the parking supply approach mentioned earlier is one in which the DMDA/City and County introduces private market expertise and efficiencies into the management, while retaining actual ownership of the program. A typical public-private arrangement for off-street parking can involve leasing of public parking facilities to a private company who becomes responsible for the management and maintenance. A typical public-private arrangement for on-street parking can involve negotiating a management agreement to a private company who becomes responsible for enforcement, maintenance, collections and repair. Out sourcing may be advantageous to the DMDA/City and County, because:

- Managing parking with sophisticated management tools such as overselling, premium space pricing, and attendant allocation would require additional expertise.
- Improve operations. This includes maintaining the area by emptying trash cans and keeping the area clean.
- Coordinating the management of off-street and on-street parking together will ensure that the spaces are used efficiently.

SCENARIO 3: Pilot Program

Lanier is prepared to operate the downtown parking system as a pilot program. A pilot program would accomplish the following:

1. Help confirm if the DMDA/City and County are ready for a full scale paid parking program
2. Provide an opportunity to gauge the public's reaction to the program
3. Help the DMDA/City and County make better decisions about how to allocated time and resources.
4. Ensure that you DMDA/City and County are well prepared to measure the success of the program.

Lanier would propose the following fees to manage the parking system:

- **DMDA/City of Marietta On-street Management Fee:**
 - \$2,500 per month to manage the meter and surface lots
- **DMDA/City of Marietta Valet Operation Management Fee:**
 - \$575.00 per month to manage the valet operation
- **Cobb County Management Fee:**
 - \$2050 per month to management the Cobb Deck
 - \$700 per month to manage the Lawrence Street Deck

Please note that the recommended management fees are reflected in our proposed operating budgets. The management fee is based on the scope of work required for each facility.

Operating Budgets

As part of the recommendations in this report we have identified two entities and two components of the parking system: The City of Marietta/DMDA which controls the curb and surface lot parking and Cobb County which controls the deck parking. Each component will have its own profit and loss statements and assumptions.

Lanier's provided four (4) operating budgets on the following pages:

- 1. City of Marietta/DMDA Budget (on-street and surface lots)**
- 2. Cobb County Garage (Cobb Street) Budget**
- 3. Cobb County Garage (Lawrence Street) Budget**
- 4. City of Marietta/DMDA Valet Budget**

1. City of Marietta/DMDA Budget (on-street and surface lots)

1. City of Marietta / DMDA Budget (on-street and surface lots)

Downtown Marietta Annual Revenue & Expense Proforma 12 Month Budget Beginning March, 2016													
	Mar-16 Budget	Apr-16 Budget	May-16 Budget	Jun-16 Budget	Jul-16 Budget	Aug-16 Budget	Sep-16 Budget	Oct-16 Budget	Nov-16 Budget	Dec-16 Budget	Jan-17 Budget	Feb-17 Budget	Total Budget
Revenue													
Monthly Parking	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 1,820.40	\$ 21,844.80
Meter	\$ 17,825.00	\$ 17,250.00	\$ 17,250.00	\$ 17,250.00	\$ 17,250.00	\$ 17,250.00	\$ 17,825.00	\$ 16,675.00	\$ 17,825.00	\$ 16,675.00	\$ 17,250.00	\$ 17,250.00	\$ 207,575.00
Paystation Revenue	\$ 30,341.25	\$ 28,946.25	\$ 28,023.75	\$ 30,341.25	\$ 28,485.00	\$ 29,643.75	\$ 29,182.50	\$ 28,946.25	\$ 30,341.25	\$ 29,182.50	\$ 28,946.25	\$ 29,182.50	\$ 351,562.50
Event Parking	\$ -	\$ 1,640.00	\$ 3,500.00	\$ 1,875.00	\$ 1,640.00	\$ 820.00	\$ 8,750.00	\$ 820.00	\$ -	\$ 820.00	\$ 820.00	\$ -	\$ 20,685.00
Violation	\$ 902.50	\$ 2,978.25	\$ 3,700.25	\$ 4,963.75	\$ 5,415.00	\$ 6,046.75	\$ 7,851.75	\$ 7,942.00	\$ 7,942.00	\$ 8,032.25	\$ 8,212.75	\$ 5,685.75	\$ 69,673.00
Total Income	\$ 50,889.15	\$ 52,634.90	\$ 54,294.40	\$ 56,250.40	\$ 54,610.40	\$ 56,155.90	\$ 64,279.65	\$ 57,353.65	\$ 56,778.65	\$ 57,105.15	\$ 57,049.40	\$ 53,938.65	\$ 671,340.30
Payroll & Payroll Expenses													
Wages-Maintenance	\$ 2,753.22	\$ 2,651.63	\$ 2,651.63	\$ 2,661.79	\$ 2,641.47	\$ 2,753.22	\$ 2,570.35	\$ 2,722.75	\$ 2,550.03	\$ 2,651.63	\$ 2,651.63	\$ 2,651.63	\$ 31,910.98
Wages - Enforcement	\$ 4,522.28	\$ 4,376.40	\$ 4,376.40	\$ 4,376.40	\$ 4,376.40	\$ 4,522.28	\$ 4,230.52	\$ 4,522.28	\$ 4,230.52	\$ 4,376.40	\$ 4,376.40	\$ 4,376.40	\$ 52,662.68
Wages-Accountant	\$ 1,485.89	\$ 1,437.96	\$ 1,509.86	\$ 1,437.96	\$ 1,509.86	\$ 1,485.89	\$ 1,461.93	\$ 1,485.89	\$ 1,461.93	\$ 1,509.86	\$ 1,509.86	\$ 1,509.86	\$ 17,806.75
Wages-Assistant Manager	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 1,562.50	\$ 18,750.00
Wages-Management	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 2,083.33	\$ 24,999.96
Taxes, Benefits & W/C	\$ 4,280.49	\$ 4,178.58	\$ 4,203.38	\$ 4,182.08	\$ 4,199.88	\$ 4,280.49	\$ 4,108.48	\$ 4,269.98	\$ 4,101.47	\$ 4,203.38	\$ 4,203.38	\$ 4,203.38	\$ 50,414.97
PPACA Fee	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 2,700.00
Payroll Processing Fee	\$ 186.11	\$ 181.68	\$ 182.76	\$ 181.83	\$ 182.60	\$ 186.11	\$ 178.63	\$ 185.65	\$ 178.32	\$ 182.76	\$ 182.76	\$ 182.76	\$ 2,191.97
Subtotal Payroll	\$ 17,098.82	\$ 16,697.08	\$ 16,794.86	\$ 16,710.89	\$ 16,781.04	\$ 17,098.82	\$ 16,420.74	\$ 17,057.38	\$ 16,393.10	\$ 16,794.86	\$ 16,794.86	\$ 16,794.86	\$ 201,437.31
Operating Expenses													
Uniforms	\$ 300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ -	\$ 300.00	\$ 900.00
Operating Supplies	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00
Paystation Supplies	\$ -	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 206.25	\$ 2,268.75
Office Supplies	\$ 400.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 1,610.00
Equipment Purchases	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 8,129.57	\$ 97,554.88
Parking Tickets / Violations	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Handheld Rental	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 675.00	\$ 8,100.00
Paystation EMS & GSM	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 19,200.00
Business License	\$ 1,052.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,052.47
Subtotal Operating Expense	\$ 12,757.04	\$ 10,820.82	\$ 11,120.82	\$ 10,820.82	\$ 10,820.82	\$ 10,820.82	\$ 11,120.82	\$ 132,386.10					
Repairs & Maintenance													
Equipment	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 145.13	\$ 1,741.50
R & M Vehicles	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 500.00
Subtotal R & M	\$ 186.79	\$ 2,241.50											
Insurance													
General Liability	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 1,217.78	\$ 14,613.36
Inland	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 78.00	\$ 936.00
Subtotal Insurance	\$ 1,295.78	\$ 15,549.36											
Other Expenses													
Telephone	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 1,320.00
Cellular Phone	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00
Internet Service	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 780.00
Base Management Fee	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,000.00
Accounting Fees	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 515.00	\$ 6,180.00
IT Support	\$ 1,180.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 1,840.00
Banking Fees	\$ 136.59	\$ 103.59	\$ 104.54	\$ 103.64	\$ 103.86	\$ 104.89	\$ 102.70	\$ 105.81	\$ 102.61	\$ 103.91	\$ 103.91	\$ 104.96	\$ 1,281.01
Credit Card Fees	\$ 2,047.56	\$ 1,585.97	\$ 1,622.48	\$ 1,665.51	\$ 1,629.43	\$ 1,663.43	\$ 1,842.15	\$ 1,689.78	\$ 1,674.31	\$ 1,683.09	\$ 1,683.09	\$ 1,614.65	\$ 20,405.49
Accounts Receivable Fees	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 278.75	\$ 3,345.00
Recruiting Fees	\$ 230.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 1,110.00
Gas Expense	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00
Transitional Other Travel	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00
Postage	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00
Dues & Subscriptions	\$ 3,000.00	\$ -	\$ 180.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,180.00
Subtotal Other Expenses	\$ 13,512.90	\$ 5,748.31	\$ 5,965.77	\$ 5,827.90	\$ 5,792.04	\$ 5,827.07	\$ 6,003.60	\$ 5,854.34	\$ 5,838.49	\$ 5,846.97	\$ 5,845.75	\$ 5,778.36	\$ 77,841.50
Total Expenses	\$ 44,851.33	\$ 34,748.78	\$ 35,064.02	\$ 34,842.18	\$ 34,876.47	\$ 35,229.28	\$ 34,727.73	\$ 35,515.11	\$ 34,534.98	\$ 34,945.22	\$ 34,944.00	\$ 35,176.61	\$ 429,455.77
Net Income/(Loss)	\$ 6,037.82	\$ 17,886.12	\$ 19,230.38	\$ 21,408.22	\$ 19,733.93	\$ 20,926.62	\$ 29,551.92	\$ 21,838.54	\$ 22,243.67	\$ 22,159.93	\$ 22,105.40	\$ 18,762.04	\$ 241,884.53

2. Cobb County Garage (Cobb Street) Budget

Cobb Deck - Cherokee Street Annual Revenue & Expense Proforma 12 Month Budget Beginning May, 2016													
	May-16 Budget	Jun-16 Budget	Jul-16 Budget	Aug-16 Budget	Sep-16 Budget	Oct-16 Budget	Nov-16 Budget	Dec-16 Budget	Jan-17 Budget	Feb-17 Budget	Mar-17 Budget	Apr-17 Budget	Total Budget
Revenue													
Monthly Parking	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 17,060.00	\$ 204,720.00
Paystation Revenue	\$ 22,852.20	\$ 23,773.90	\$ 21,930.50	\$ 24,812.15	\$ 22,735.65	\$ 21,930.50	\$ 20,659.15	\$ 22,852.20	\$ 22,735.65	\$ 20,659.15	\$ 24,812.15	\$ 21,930.50	\$ 271,683.70
Event Parking	\$ 2,100.00	\$ 2,500.00	\$ 7,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 1,400.00	\$ 1,400.00	\$ -	\$ -	\$ 27,400.00
Total Revenue	\$ 42,012.20	\$ 43,333.90	\$ 46,490.50	\$ 44,372.15	\$ 42,295.65	\$ 41,490.50	\$ 40,219.15	\$ 42,412.20	\$ 41,195.65	\$ 39,119.15	\$ 41,872.15	\$ 38,990.50	\$ 503,803.70
Payroll & Payroll Expenses													
Wages-Maintenance	\$ 2,016.27	\$ 1,875.60	\$ 2,016.27	\$ 1,938.12	\$ 1,953.75	\$ 1,938.12	\$ 1,953.75	\$ 2,016.27	\$ 2,016.27	\$ 1,750.56	\$ 1,938.12	\$ 1,875.60	\$ 23,288.70
Wages - Event	\$ 192.00	\$ 160.00	\$ 128.00	\$ 160.00	\$ 128.00	\$ 160.00	\$ 160.00	\$ 640.00	\$ 128.00	\$ 128.00	\$ -	\$ -	\$ 1,984.00
Wages-Accountant	\$ 481.40	\$ 504.33	\$ 458.48	\$ 527.25	\$ 481.40	\$ 481.40	\$ 481.40	\$ 481.40	\$ 504.33	\$ 458.48	\$ 527.25	\$ 458.48	\$ 5,845.60
Wages-Assistant Manager	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 9,375.00
Wages-Management	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 12,500.04
Payroll Taxes	\$ 486.01	\$ 469.88	\$ 476.64	\$ 479.08	\$ 472.38	\$ 474.14	\$ 475.83	\$ 534.26	\$ 481.58	\$ 448.03	\$ 461.85	\$ 447.71	\$ 5,707.39
Employee Benefits	\$ 686.82	\$ 664.03	\$ 673.59	\$ 677.03	\$ 667.56	\$ 670.05	\$ 672.43	\$ 755.00	\$ 680.57	\$ 633.15	\$ 652.68	\$ 632.70	\$ 8,065.61
Workers Comp	\$ 405.68	\$ 392.22	\$ 397.87	\$ 399.90	\$ 394.31	\$ 395.78	\$ 397.18	\$ 445.96	\$ 401.99	\$ 373.98	\$ 385.52	\$ 373.71	\$ 4,764.10
PPACA Fee	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00
Payroll Processing	\$ 67.69	\$ 65.44	\$ 66.39	\$ 66.72	\$ 65.79	\$ 66.04	\$ 66.27	\$ 74.41	\$ 67.07	\$ 62.40	\$ 64.32	\$ 62.36	\$ 794.90
Subtotal Payroll	\$ 6,258.79	\$ 6,054.42	\$ 6,140.16	\$ 6,171.02	\$ 6,086.11	\$ 6,108.45	\$ 6,129.78	\$ 6,870.22	\$ 6,202.73	\$ 5,777.52	\$ 5,952.66	\$ 5,773.48	\$ 73,525.34
Operating Expenses													
Uniforms	\$ 225.00	\$ -	\$ -	\$ 75.00	\$ -	\$ -	\$ -	\$ 75.00	\$ -	\$ -	\$ -	\$ -	\$ 375.00
Operating Supplies	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 4,800.00
Paystation Supplies	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 1,000.00
Office Supplies	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00
Equipment Purchases	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 5,970.54	\$ 71,646.48
Tickets Parking/Violations	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00
Parking Cards	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 1,000.00
Signage Expense	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Subtotal Operating Expense	\$ 8,145.54	\$ 6,170.54	\$ 6,170.54	\$ 6,745.54	\$ 6,670.54	\$ 6,920.54	\$ 6,670.54	\$ 6,845.54	\$ 7,370.54	\$ 7,270.54	\$ 6,770.54	\$ 6,770.54	\$ 82,521.48
Repairs & Maintenance													
Lighting	\$ 1,000.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 3,000.00
Elevators	\$ 500.00	\$ 500.00	\$ 1,500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 9,000.00
Sprinkler & Fire Protection	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00
Electrical	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00
HVAC Repairs	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 4,500.00
Painting & Decorating	\$ -	\$ -	\$ 3,750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,750.00
Equipment	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00
R & M Gate Repairs	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Sweeping Services	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00
Subtotal R & M	\$ 5,300.00	\$ 2,300.00	\$ 7,050.00	\$ 2,800.00	\$ 4,300.00	\$ 3,300.00	\$ 3,300.00	\$ 2,300.00	\$ 5,300.00	\$ 2,800.00	\$ 2,300.00	\$ 2,300.00	\$ 43,350.00
Insurance													
General Liability	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 1,052.50	\$ 12,630.00
Subtotal Insurance	\$ 1,052.50	\$ 12,630.00											
Other Expenses													
Utilities	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 57,600.00
Telephone	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Cellular Phone	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 1,080.00
Towing	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 2,100.00
Base Management Fee	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 24,600.00
Accounting Fees	\$ 695.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 7,680.00
Banking Fees	\$ 96.55	\$ 74.77	\$ 92.30	\$ 78.91	\$ 83.62	\$ 81.07	\$ 80.26	\$ 79.76	\$ 89.95	\$ 79.48	\$ 76.54	\$ 75.97	\$ 989.18
Credit Card Fees (based on revenue)	\$ 1,882.90	\$ 1,928.83	\$ 2,038.52	\$ 1,964.91	\$ 1,892.75	\$ 1,864.77	\$ 1,820.59	\$ 1,896.80	\$ 1,854.53	\$ 1,782.37	\$ 1,878.04	\$ 1,777.90	\$ 22,582.91
Accounts Receivable Fees	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00
Recruiting Fees	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 960.00
Network Security & PCI Compliance	\$ 250.00	\$ 250.00	\$ 430.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,180.00
Subtotal Other Expenses	\$ 10,469.45	\$ 10,433.60	\$ 10,740.82	\$ 10,473.82	\$ 10,406.37	\$ 10,375.84	\$ 10,330.85	\$ 10,406.56	\$ 10,374.48	\$ 10,291.85	\$ 10,384.58	\$ 10,283.87	\$ 124,972.09
Total Expenses	\$ 31,226.28	\$ 26,011.06	\$ 31,154.02	\$ 27,242.88	\$ 28,515.52	\$ 27,757.33	\$ 27,483.67	\$ 27,474.82	\$ 30,300.25	\$ 27,192.41	\$ 26,460.28	\$ 26,180.39	\$ 336,998.91
Net Income/(Loss)	\$ 10,785.92	\$ 17,322.84	\$ 15,336.48	\$ 17,129.27	\$ 13,780.13	\$ 13,733.17	\$ 12,735.48	\$ 14,937.38	\$ 10,895.40	\$ 11,926.74	\$ 15,411.87	\$ 12,810.11	\$ 166,804.79

3. Cobb County Garage (Lawrence Street) Budget

Lawrence St. Deck Annual Revenue & Expense Proforma 12 Month Budget Beginning May, 2016														
	May-16 Budget	Jun-16 Budget	Jul-16 Budget	Aug-16 Budget	Sep-16 Budget	Oct-16 Budget	Nov-16 Budget	Dec-16 Budget	Jan-17 Budget	Feb-17 Budget	Mar-17 Budget	Apr-17 Budget	Total Budget	
Revenue														
Monthly Parking	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00	\$ 92,400.00
Paystation Revenue	\$ 18,291.45	\$ 19,114.90	\$ 17,468.00	\$ 19,971.65	\$ 18,258.15	\$ 17,468.00	\$ 16,544.65	\$ 18,291.45	\$ 18,258.15	\$ 16,544.65	\$ 19,971.65	\$ 17,468.00	\$ 217,650.70	
Event Parking	\$ 300.00	\$ 250.00	\$ 3,750.00	\$ 250.00	\$ 150.00	\$ 250.00	\$ 250.00	\$ 5,000.00	\$ 200.00	\$ 200.00	\$ -	\$ -	\$ 10,600.00	
Total Revenue	\$ 26,291.45	\$ 27,064.90	\$ 28,918.00	\$ 27,921.65	\$ 26,108.15	\$ 25,418.00	\$ 24,494.65	\$ 30,991.45	\$ 26,158.15	\$ 24,444.65	\$ 27,671.65	\$ 25,168.00	\$ 320,650.70	
Payroll & Payroll Expenses														
Wages-Maintenance	\$ 2,016.27	\$ 1,875.60	\$ 2,016.27	\$ 1,938.12	\$ 1,953.75	\$ 1,938.12	\$ 1,953.75	\$ 2,016.27	\$ 2,016.27	\$ 1,750.56	\$ 1,938.12	\$ 1,875.60	\$ 23,288.70	
Wages - Event	\$ -	\$ -	\$ 128.00	\$ -	\$ -	\$ -	\$ -	\$ 640.00	\$ -	\$ -	\$ -	\$ -	\$ 768.00	
Wages - Traffic Control	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Wages-Accountant	\$ 481.40	\$ 504.33	\$ 458.48	\$ 527.25	\$ 481.40	\$ 481.40	\$ 481.40	\$ 481.40	\$ 504.33	\$ 458.48	\$ 527.25	\$ 458.48	\$ 5,845.60	
Wages-Auditor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Wages-Assistant Manager	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 781.25	\$ 9,375.00	
Wages-Management	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 1,041.67	\$ 12,500.04	
Payroll Taxes	\$ 465.33	\$ 452.65	\$ 476.64	\$ 461.85	\$ 458.59	\$ 456.91	\$ 458.59	\$ 534.26	\$ 467.80	\$ 434.24	\$ 461.85	\$ 447.71	\$ 5,576.42	
Employee Benefits	\$ 657.59	\$ 639.67	\$ 673.59	\$ 652.68	\$ 648.08	\$ 645.70	\$ 648.08	\$ 755.00	\$ 661.08	\$ 613.66	\$ 652.68	\$ 632.70	\$ 7,880.51	
Workers Comp	\$ 388.42	\$ 377.84	\$ 397.87	\$ 385.52	\$ 382.80	\$ 381.40	\$ 382.80	\$ 445.96	\$ 390.48	\$ 362.47	\$ 385.52	\$ 373.71	\$ 4,654.79	
PPACA Fee	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00	
Payroll Processing	\$ 64.81	\$ 63.04	\$ 66.39	\$ 64.32	\$ 63.87	\$ 63.64	\$ 63.87	\$ 74.41	\$ 65.15	\$ 60.48	\$ 64.32	\$ 62.36	\$ 776.66	
Subtotal Payroll	\$ 5,996.74	\$ 5,836.05	\$ 6,140.16	\$ 5,952.66	\$ 5,911.41	\$ 5,890.09	\$ 5,911.41	\$ 6,870.22	\$ 6,028.03	\$ 5,602.81	\$ 5,952.66	\$ 5,773.48	\$ 71,865.72	
Operating Expenses														
Operating Supplies	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 350.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 900.00	
Paystation Supplies	\$ 150.00	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 600.00	
Office Supplies	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00	
Equipment Purchases	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 3,553.49	\$ 42,641.88	
Tickets Parking/Violations	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	
Parking Cards	\$ 125.00	\$ -	\$ -	\$ 125.00	\$ -	\$ -	\$ 125.00	\$ -	\$ -	\$ 125.00	\$ -	\$ -	\$ 500.00	
Signage Expense	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	
Subtotal Operating Expense	\$ 4,403.49	\$ 3,628.49	\$ 3,628.49	\$ 3,903.49	\$ 3,878.49	\$ 3,878.49	\$ 3,903.49	\$ 3,928.49	\$ 4,028.49	\$ 3,903.49	\$ 3,628.49	\$ 3,628.49	\$ 46,341.88	
Repairs & Maintenance														
Lighting	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 2,000.00	
Elevators	\$ 500.00	\$ 500.00	\$ 1,500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 9,000.00	
Sprinkler & Fire Protection	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	
Electrical	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 1,000.00	
HVAC Repairs	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	
Painting & Decorating	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	
Equipment	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,400.00	
R & M Gate Repairs	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 1,800.00	
Sweeping Services	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00	
Subtotal R & M	\$ 2,150.00	\$ 1,650.00	\$ 3,400.00	\$ 2,150.00	\$ 1,400.00	\$ 2,650.00	\$ 2,150.00	\$ 2,400.00	\$ 2,400.00	\$ 1,900.00	\$ 1,650.00	\$ 1,400.00	\$ 25,300.00	
Insurance														
General Liability	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 667.50	\$ 8,010.00	
Subtotal Insurance	\$ 667.50	\$ 8,010.00												
Other Expenses														
Utilities	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 45,000.00	
Telephone	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 660.00	
Cellular Phone	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 1,080.00	
Towing	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 175.00	\$ 2,100.00	
Base Management Fee	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 8,400.00	
Accounting Fees	\$ 755.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 635.00	\$ 7,740.00	
Banking Fees	\$ 66.70	\$ 58.01	\$ 65.75	\$ 61.10	\$ 58.26	\$ 62.56	\$ 60.97	\$ 65.02	\$ 62.66	\$ 59.10	\$ 58.39	\$ 56.94	\$ 735.46	
Credit Card Fees (based on revenue)	\$ 1,152.91	\$ 1,174.38	\$ 1,225.83	\$ 1,198.17	\$ 1,147.82	\$ 1,128.66	\$ 1,103.03	\$ 1,283.39	\$ 1,149.21	\$ 1,101.64	\$ 1,191.23	\$ 1,121.72	\$ 13,977.99	
Accounts Receivable Fees	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00	
Recruiting Fees	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 960.00	
Network Security & PCI Compliance	\$ 250.00	\$ 250.00	\$ 430.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,180.00	
Subtotal Other Expenses	\$ 7,124.61	\$ 7,017.39	\$ 7,256.58	\$ 7,044.27	\$ 6,991.08	\$ 6,976.22	\$ 6,949.00	\$ 7,133.41	\$ 6,996.87	\$ 6,945.74	\$ 7,034.62	\$ 6,963.66	\$ 84,433.45	
Total Expenses	\$ 20,342.34	\$ 18,799.43	\$ 21,092.73	\$ 19,717.92	\$ 18,848.48	\$ 20,062.30	\$ 19,581.40	\$ 20,999.62	\$ 20,120.89	\$ 19,019.54	\$ 18,933.27	\$ 18,433.13	\$ 235,951.05	
Net Income/(Loss)	\$ 5,949.11	\$ 8,265.47	\$ 7,825.27	\$ 8,203.73	\$ 7,259.67	\$ 5,355.70	\$ 4,913.25	\$ 9,991.83	\$ 6,037.26	\$ 5,425.11	\$ 8,738.38	\$ 6,734.87	\$ 84,699.65	

4. City of Marietta/DMDA Valet Budget

Marietta Square Valet
Annual Revenue & Expense Proforma
12 Month Budget Beginning January, 2016

	Jan-16 Budget	Feb-16 Budget	Mar-16 Budget	Apr-16 Budget	May-16 Budget	Jun-16 Budget	Jul-16 Budget	Aug-16 Budget	Sep-16 Budget	Oct-16 Budget	Nov-16 Budget	Dec-16 Budget	Total Budget
Revenue													
Valet Parking	\$ 8,310.00	\$ 7,800.00	\$ 8,520.00	\$ 8,415.00	\$ 8,415.00	\$ 8,280.00	\$ 8,550.00	\$ 8,520.00	\$ 8,040.00	\$ 8,550.00	\$ 7,560.00	\$ 8,415.00	\$ 99,375.00
Total Income	\$ 8,310.00	\$ 7,800.00	\$ 8,520.00	\$ 8,415.00	\$ 8,415.00	\$ 8,280.00	\$ 8,550.00	\$ 8,520.00	\$ 8,040.00	\$ 8,550.00	\$ 7,560.00	\$ 8,415.00	\$ 99,375.00
Payroll & Payroll Expenses													
Wages-Valet	\$ 5,092.78	\$ 4,804.92	\$ 5,097.20	\$ 5,021.92	\$ 5,021.92	\$ 4,951.06	\$ 5,092.78	\$ 5,097.20	\$ 4,804.92	\$ 5,238.92	\$ 4,804.92	\$ 5,021.92	\$ 60,050.46
Wages-Management	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 15,000.00
Wages - Tips	\$ 4,887.50	\$ 4,611.25	\$ 4,891.75	\$ 4,819.50	\$ 4,819.50	\$ 4,751.50	\$ 4,887.50	\$ 4,891.75	\$ 4,611.25	\$ 5,027.75	\$ 4,611.25	\$ 4,819.50	\$ 57,630.00
Wages - Tip Income	\$ (4,887.50)	\$ (4,611.25)	\$ (4,891.75)	\$ (4,819.50)	\$ (4,819.50)	\$ (4,751.50)	\$ (4,887.50)	\$ (4,891.75)	\$ (4,611.25)	\$ (5,027.75)	\$ (4,611.25)	\$ (4,819.50)	\$ (57,630.00)
Payroll Taxes	\$ 1,209.50	\$ 1,148.75	\$ 1,210.43	\$ 1,194.55	\$ 1,194.55	\$ 1,179.59	\$ 1,209.50	\$ 1,210.43	\$ 1,148.75	\$ 1,240.35	\$ 1,148.75	\$ 1,194.55	\$ 14,289.70
Employee Benefits	\$ 965.37	\$ 921.56	\$ 966.04	\$ 954.59	\$ 954.59	\$ 943.80	\$ 965.37	\$ 966.04	\$ 921.56	\$ 987.61	\$ 921.56	\$ 954.59	\$ 11,422.68
Workers Comp	\$ 570.22	\$ 544.34	\$ 570.61	\$ 563.85	\$ 563.85	\$ 557.48	\$ 570.22	\$ 570.61	\$ 544.34	\$ 583.35	\$ 544.34	\$ 563.85	\$ 6,747.06
PPACA Fee	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00
Payroll Processing Fee	\$ 95.14	\$ 90.82	\$ 95.21	\$ 94.08	\$ 94.08	\$ 93.02	\$ 95.14	\$ 95.21	\$ 90.82	\$ 97.33	\$ 90.82	\$ 94.08	\$ 1,125.75
Subtotal Payroll	\$ 9,433.01	\$ 9,010.39	\$ 9,439.49	\$ 9,328.99	\$ 9,328.99	\$ 9,224.95	\$ 9,433.01	\$ 9,439.49	\$ 9,010.39	\$ 9,647.56	\$ 9,010.39	\$ 9,328.99	\$ 111,635.65
Operating Expenses													
Uniforms	\$ 450.00	\$ -	\$ -	\$ 350.00	\$ -	\$ -	\$ 350.00	\$ -	\$ -	\$ 450.00	\$ -	\$ -	\$ 1,600.00
Operating Supplies	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 900.00
Office Supplies	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00
Equipment Purchases	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 5,400.00
Auto Damage	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ 2,000.00
Subtotal Operating Expense	\$ 1,000.00	\$ 1,050.00	\$ 550.00	\$ 900.00	\$ 1,050.00	\$ 550.00	\$ 900.00	\$ 1,050.00	\$ 550.00	\$ 1,000.00	\$ 1,050.00	\$ 550.00	\$ 10,200.00
Insurance													
General Liability	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 2,700.00
GKLL	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 685.00	\$ 8,220.00
Subtotal Insurance	\$ 910.00	\$ 10,920.00											
Other Expenses													
Cellular Phone	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 720.00
Base Management Fee	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 6,900.00
Accounting Fees	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 3,360.00
Banking Fees	\$ 67.99	\$ 65.01	\$ 67.80	\$ 67.67	\$ 68.20	\$ 76.14	\$ 68.48	\$ 68.92	\$ 64.10	\$ 69.52	\$ 64.17	\$ 66.45	\$ 814.45
Recruiting Fees	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 1,152.00
Dues & Subscriptions	\$ -	\$ -	\$ 180.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,180.00
Subtotal Other Expenses	\$ 1,078.99	\$ 1,076.01	\$ 1,258.80	\$ 1,078.67	\$ 1,079.20	\$ 4,087.14	\$ 1,079.48	\$ 1,079.92	\$ 1,075.10	\$ 1,080.52	\$ 1,075.17	\$ 1,077.45	\$ 16,126.45
Total Expenses	\$ 12,422.00	\$ 12,046.40	\$ 12,158.29	\$ 12,217.66	\$ 12,368.19	\$ 14,772.09	\$ 12,322.49	\$ 12,479.41	\$ 11,545.49	\$ 12,638.08	\$ 12,045.56	\$ 11,866.44	\$ 148,882.10
Net Income/(Loss)	\$ (4,112.00)	\$ (4,246.40)	\$ (3,638.29)	\$ (3,802.66)	\$ (3,953.19)	\$ (6,492.09)	\$ (3,772.49)	\$ (3,959.41)	\$ (3,505.49)	\$ (4,088.08)	\$ (4,485.56)	\$ (3,451.44)	\$ (49,507.10)



**Proposal For:
Cobb County Garages
Marietta, GA**

**C/O
Johnny Dunn
Lanier Parking Solutions
229 Peachtree Street, NE.
Suite 203
Atlanta, Georgia 30303**

Who are we?

ASPIS Parking Solutions offers leading, innovative efficient parking systems, guaranteed to provide satisfaction for our customers and yours. We have quickly become a leading company in the Atlanta area, with a nationwide reach, offering a simple to use barcode-based system.

With our focus on building long-lasting relationships with our customers, you will find the quality of our systems and customer service unsurpassed. Our goal, at ASPIS Parking Solutions, is to make our customer's business more successful by expanding the bottom line with durable equipment and reliable technical support, resulting in a quick return on investment.

TIBA



Founded in Tel Aviv, Israel, TIBA has established an international reputation as a pioneer in development of parking system solutions. TIBA has been working to revolutionize the parking industry with innovative barcode technology for over 28 years, and introduced their License Plate Recognition (LPR) technology for over 10 years. Major success abroad led to the founding of TIBA's US subsidiary, based in metro-Atlanta, where it continues to provide fast, smart, dependable technology and machinery to better the parking industry.

A Perfect Partnership

In today's market, expanding the bottom line by enhancing methods for profit generation is critical. The goal of our partnership with TIBA is to make the effective management of parking facilities hassle free. With our adaptable product line, we can create an optimal solution for your parking facility, at competitive pricing. You can rest assured that ASPIS Parking Solutions offers the best equipment and service in the business!

TIBA Access and Revenue Control Equipment

The proposal describes the parking equipment and its functionalities proposed to accomplish the theories of operation.

1. Ease of use (Transient/Monthly Parker and Operator)
2. PCI / PA DSS Compliant
3. Technology driven equipment
4. Validation options
5. Flexibility

1. Ease of use (Transient/Monthly Parker and Operator)

Transient Parker:

- a. As a vehicle approaches the , the parker presses the button which corresponds to the type of ticket which he/she would like to purchased. After payment is made with cash or credit card, the unit issues a bar coded ticket, the barrier gate opens allowing the parker to enter.
- b. By removing the current booth, narrowing the island and placement of the equipment, parkers will be able to enter and exit the facility much better than the current setup.

Monthly Parker:

- a. As a vehicle approaches the monthly reader, the parker waves the proximity card in front of the reader, the barrier gate opens allowing the parker to enter.
- b. The Parker approaches the monthly reader, the parkers waves the proximity card in front of the reader, the barrier gate opens allowing the parker to exit.

Parking Operator:

The speed and accuracy of the system is crucial. If there is an issue, the parking operator in the office can rectify the issue within a few steps. Using the software allows the Parking Operator to assist in allowing the parker to enter or exit the facility in a few key strokes.

2. PCI/ PA-DSS - Credit Card Compliancy -

What does this mean...

Payment Card Industry Data Security Standards (PCI DSS) as set by the PCI Council.

- Customers need understanding of PCI DSS and why you should take it seriously
- TIBA knows what is required of your organization to meet PCI compliance
- TIBA simplifies compliance and makes you more secure and reduce costs in the process
- By not meeting this standard, organizations run the risk of fines of \$500,000 per incident, as well as public disclosure of breaches.
- Rest assure that TIBA is compliant for today and future requirements

3. Technology driven equipment

Pay in Lane:

- a. The equipment comes with a custom graphic panel which helps the parker in using the equipment.
- b. LED strip under the lip of the unit, allowing the customer to see the display at night.
- c. Sleek, updated, modern design and new technology with fewer moving parts allowing equipment to operate with less interruption.
- d. Fast, innovative, user-friendly technology allows for quick transactions, entries
- e. Ticket dispensing is a second which is faster than other units. The ticket issuance allows a parker to enter the facility reducing queuing.
- f. Thermal printer, no ribbons, fewer parts than a conventional magnetic stripe printer/dispenser.
- g. Uses thermal paper (green), not magnetic stripe tickets which are not eco-friendly.
- h. Aluminum and stainless steel construction provides durability as well as rust prevention.
- i. Customization options- From custom-designed machinery, faceplates, to variable rates and validations, to ticket appearance.
- j. Low power consumption, 240 watts as opposed to 600 watts.
- k. Custom header and footer on the ticket
- l. Built in surge protector
- m. Custom receipt printer allows unique customizable header and footer.
- n. 2-way ticket read.
- o. Credit card reader - push/pull type (no jams) - 2 way reader.

Barrier Gate:

- a. Barrier gate speed - 1.3 seconds compared to other gates are 2-4 seconds. Our gate gets you 46 cycles in a minute as opposed to 24 cycles per minute. In an hour the gate has 2760 cycles as opposed to a typical 1,440 cycles for other gates.
- b. The barrier gate has 10million MTBF (mean time before failure) as opposed to 5 mil for other gates.
- c. The barrier gate has a direct drive motor, not belts or pulleys. Elimination and belts and mechanical parts allows for less wear and tear as well as potential accidents.
- d. Built in surge protector.
- e. Low power consumption, 35 watts as opposed to a typical 1200 watts for other similar equipment.

4. Validation Options

a. Validation Software

The TIBA program enables the owner or a designated operator to issue coded stickers (*applied directly to the entry ticket*). Using a laser printer, provided with the TIBA equipment in the parking office, a user can produce stickers in no time. With options in color-coding and labeling, managing and organizing guests becomes fast, easy, and efficient. Designated users have the capabilities to generate hundreds of stickers using the laser printer connected at your parking site or even to a remotely connected printer.

When users generate stickers, TIBA maintains a record of the process and keeps a real time record of stickers used. Management can use these features with the discount application for immediate or future billing requirements.

Accommodating a wide variety of validation programs, TIBA software can adjust parking fees based on time, percentage discounts, fixed dollar amount discounts, entries, or exits. You can even choose to move to a different rate structure, at any time, thanks to the unparalleled flexibility of TIBA's validation software.

- b . DV-30 SA:** This off-line, remote, merchant validation device offers the option for the owner to provide commercial tenants and clients discount parking ticket options. The device is stand-alone and provides one discount option per ticket. The client inserts the parking ticket into the validator and the validator prints a second bar code on the ticket that corresponds to the applicable validation or price deduction in the TIBA System. Each unit has selection buttons for up to four validations.



c. Virtual Validations: TIBA technology provides [residents](#), [guests](#), or [commercial clients](#) the option of accessing the TIBA Virtual Validation Module and selecting discounts/validations for the parking ticket application. Access can be password protected by user or validation/s. The program displays **only** the authorized discount, to ensure correct client management and protected revenue. The value of the discount, the number of available discounts, and types for selection are owner selectable and programmable.

How does this work?

A commercial client/tenant may enter the ticket number into the TIBA Virtual Validation Module from an internet-connected terminal provided by the owner/commercial tenant. The terminal will have an option that connects via internet to TIBA at the parking facility. Upon selecting the virtual validation option at the terminal, the commercial tenant enters the parking ticket number and submits the transaction to TIBA for further processing. The customer returns to the parking lot and proceeds to the pay station/exit device. The customer inserts the parking ticket into the pay station/exit device and if no further parking fee is applicable, the customer exits the parking area. If an additional parking fee is required, the customer completes the transaction with payment using a credit card or cash.



TIBA's flexible, customizable and virtually limitless options for validations make high-priced, bulk encoders and validators a thing of the past, by revolutionizing today's validation systems and offering the power of choice to parking operators.

5. Flexibility

- a. Real time reporting allows users to print or view various reports, based on date and time.
- b. TIBA module to support Transient/Monthly counts and Residential nested access.
- c. Real time occupancy counts and revenue reports as well as improved control over employee accountability.
- d. Self-sufficient- This equipment runs so well, repairs are few and far between, and the need for attendants to keep the equipment running is minimal.
- e. Facility occupancy counts.
- f. Variable rate structures.
- g. Multiple uses; process entry, lost and damaged tickets
- h. Less wiring, easy installation.



Proposal For:
Cobb County Garages

January 14, 2016

Old Deck - Main					
2 Entries/ 1 Exit					
<u>Item</u>	<u>Model</u>	<u>Quan.</u>	<u>Description</u>	<u>Unit Price</u>	<u>Total Price</u>
A	MP-30-SQ	1	MP30 Ticket Dispenser. Including: Thermal Printer, Backlit TFT Display, Line Surge Protector. Custom Graphic Panel, Stainless Steel Construction and Proximity Reader.	\$11,610.00	\$11,610.00
B	MICRO	3	Magnetic Gate operator w/ 10' straight gate arm with foam protection and surge protector.	\$4,050.00	\$12,150.00
C	SW-30-SQ	1	SW30 White Exit Verifier with Receipt printer, credit/debit card reader, surge protector, voice kit, proximity reader and custom graphic panel.	\$14,890.00	\$14,890.00
D	CR-30M	1	Reader Controller- White Pedestal and Housing.	\$3,750.00	\$3,750.00
E	L5	6	Vehicular Loop	\$450.00	\$2,700.00
					\$45,100.00
Old Deck SIDE					
1 Entry / 1 Exit					
<u>Item</u>	<u>Model</u>	<u>Quan.</u>	<u>Description</u>	<u>Unit Price</u>	<u>Total Price</u>
A	MP-30-SQ	1	MP30 Ticket Dispenser. Including: Thermal Printer, Backlit TFT Display, Line Surge Protector. Custom Graphic Panel, Stainless Steel Construction and Proximity Reader.	\$11,610.00	\$11,610.00
B	MICRO	2	Magnetic Gate operator w/ 10' straight gate arm with foam protection and surge protector.	\$4,050.00	\$8,100.00
C	SW-30-SQ	1	SW30 White Exit Verifier with Receipt printer, credit/debit card reader, surge protector, voice kit, proximity reader and custom graphic panel.	\$14,890.00	\$14,890.00
D	L5	4	Vehicular Loop	\$450.00	\$1,800.00
					\$36,400.00
New Deck					
2 Entries/3 Exits					
<u>Item</u>	<u>Model</u>	<u>Quan.</u>	<u>Description</u>	<u>Unit Price</u>	<u>Total Price</u>
A	MP-30-SQ	1	MP30 Ticket Dispenser. Including: Thermal Printer, Backlit TFT Display, Line Surge Protector. Custom Graphic Panel, Stainless Steel Construction and Proximity Reader.	\$11,610.00	\$11,610.00
B	MICRO	3	Magnetic Gate operator w/ 10' straight gate arm with foam protection and surge protector.	\$4,050.00	\$12,150.00
B	MICRO	2	Magnetic Gate operator w/ 10' articulating gate arm with foam protection and surge protector.	\$4,300.00	\$8,600.00
C	SW-30-SQ	1	SW30 White Exit Verifier with Receipt printer, credit/debit card reader, surge protector, voice kit, proximity reader and custom graphic panel.	\$14,890.00	\$14,890.00
D	CR-30M	2	Reader Controller- White Pedestal and Housing.	\$3,750.00	\$7,500.00
E	L5	10	Vehicular Loop	\$450.00	\$4,500.00
					\$59,250.00
Servers & Software					
<u>Item</u>	<u>Model</u>	<u>Quan.</u>	<u>Description</u>	<u>Unit Price</u>	<u>Total Price</u>
A	TMS-Smartpark	1	TIBA Management Software with Server & Rack	\$18,000.00	\$18,000.00
B	TMS-Tib@Pay	1	PCI Certified Credit Card Software w/ Server	\$5,939.00	\$5,939.00
C	CT-20	1	Central Controller Including Power Supply	\$4,200.00	\$4,200.00
D	SLPG	1	Multi-Lane License Processing Gateway	\$2,000.00	\$2,000.00
E	UMOJO	1	UMOJO (10 Intercoms, 1 DVR and 8 Cameras)	\$15,200.00	\$15,200.00
					\$45,339.00



				Subtotal:	\$186,089.00
				Discount:	34,189.00
				Subtotal:	\$151,900.00
				Sales Tax:	\$9,114.00
				Installation:	\$11,750.00
				Civil:	TBD
				GT:	\$172,764.00
OPTIONS					
<u>Item</u>	<u>Model</u>	<u>Quan.</u>	<u>Description</u>	<u>Unit Price</u>	<u>Total Price</u>
A	E-Val	1	TMS-Smart-e-Park - Virtual Web Validations - Unlimited user license	\$11,200.00	\$11,200.00
B	DV30SA	1	Standalone Barcode Validator	\$1,360.00	\$1,360.00
C	APS30	1	[APS-30] Pay-On-Foot Station. Including Bill Acceptance With 3 Note Bill Dispenser With Presenter. (NO COINS) . Credit and Debit Card Acceptance. Including Receipt Printer, Custom Graphic Panel and surge protector.	\$38,800.00	\$38,800.00

Scope of Work

ASPIS:

Provide and install all parking equipment as well as make low voltage connections to the parking equipment as listed in the above proposal. Provide the end user with operational and maintenance training of the PARCS system. Warranty will be for the period of two years from completion date of the system install and will include parts and labor.

Training period of up to two (2) days, Monday thru Friday of client’s designated end users and client’s designated maintenance staff.

Installation Provided by Owner:

Owner responsible for: Permits, Static IP and phone line.

Terms:

- 50% deposit due upon executed agreement -
- 40% due on delivery -
- 10% due on acceptance -

What happens after the Sale?

Here at ASPIS Parking, it's the service that sets us apart! Parking equipment and software constitutes a significant financial investment and like any investment, it should always be working to maximize your R.O.I.

We understand that if any component of your system is running at less than 100%, revenues are being lost. As good as our solutions are, we know that issues may not arise between 8:00 and 5:00 on weekdays. Where other vendors may increase rates based on weekends, holidays or after hours, ASPIS Parking offers post warranty service at the same rate no matter when you may need us.

For the first 24 months, the warranty covering your investment. Your call will be either be answered by a live person or will be returned within a timely manner. Either way, the issue will be addressed immediately.

Unlike other providers, ASPIS Parking cannot only remotely diagnose issues but many times can solve them as well.....without having to set foot on your property! This service allows us to significantly reduce down time and get your system back to 100%!

Make no mistake! If an issue does arise where it is necessary to address and resolve it on site, we will be there! We value the trust our clients put in us to provide a sound solution and keep it running at peak performance. We also understand the importance of your customers and will do our best to provide them with an effortless, satisfying parking experience at your facility....at all times.

**see more details on "Attachment "A".*

Attachment A – Two Year Limited Liability Warranty

TIBA and Magnetic products are warranted against defects in materials and workmanship for a period of Two Years from date of installation. The conditions of this warranty and the extent of the responsibility of Magnetic and TIBA under this warranty are as follows:

1. This warranty will become void, when damage to the product occurs if service other than removal or replacement of authorized modules, is performed by anyone other than an approved TIBA or Magnetic warranty service dealer.
2. This warranty does not apply to any product that has been disassembled, defaced, altered, subjected to abuse, neglect, or accident, exposed to faulty power, lightning strikes, that has had the serial number altered or removed, or that has been disconnected, reinstalled, adjusted, or repaired other than in accordance with TIBA or Magnetic specifications.
3. This warranty covers labor cost for removing and reinstalling the equipment for repair. Standard service hours are from Monday through Friday 8:00am - 5:00pm.
4. The sole responsibility of ASPIS under this warranty shall be limited to repair of these purchased products, or replacement thereof, during the designated warranty period.
5. ASPIS will pay the shipping expense and replace the module at no charge during this warranty period.
6. **Warranty disclaimer limits of liability.** Except as described in this limited liability warranty, there are no expressed or implied warranties of merchantability and fitness of modules for a particular purpose. In no event will ASPIS be liable for any direct, special, or non-sequential damages arising out of, or in connection with, the delivery, use, inability to use, or performance of this product.
7. Proof of date of installation is required for warranty service on all products.
8. This warranty grants specific legal rights. Additional legal rights, which may vary by locale, may also apply.
9. Should any difficulties arise with the performance of the equipment or systems during warranty, or with service, please contact ASPIS directly at 404-600-5298 or via correspondence to:

Mr. Harry Katsoudas
ASPIS
2737 Apple Valley Road, Suite B
Brookhaven, Georgia 30319



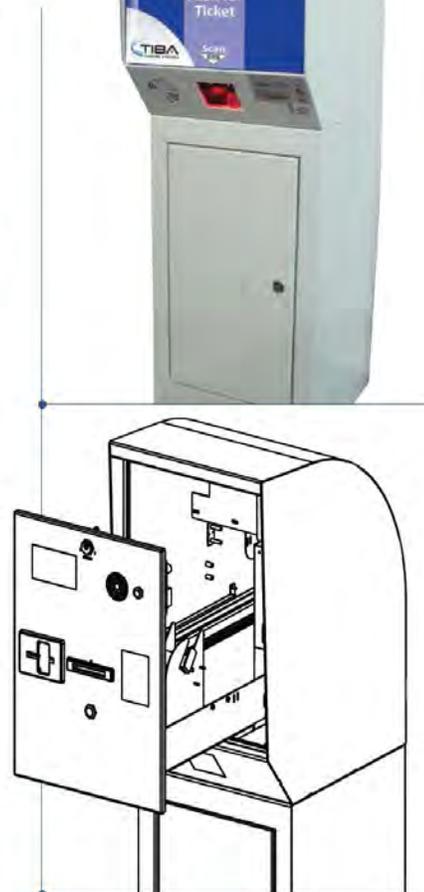
The **MP-30's** simple, modern device leaves a great first impression for your customer's initial encounter with your PARCS system.

The Entry Terminal is programmable for button or automatic ticket issue. Monthly customers can access the parking facility using a proximity card reader located on the dispenser's front panel. The system supports other customizable technologies upon request.

The interior device for the MP-30 is mounted on sturdy sliding tracks and glides open with just a pull, allowing for ultra-convenient maintenance. The unit can dispense up to 5,000 tickets and new consumables are easily reloaded.

Features*

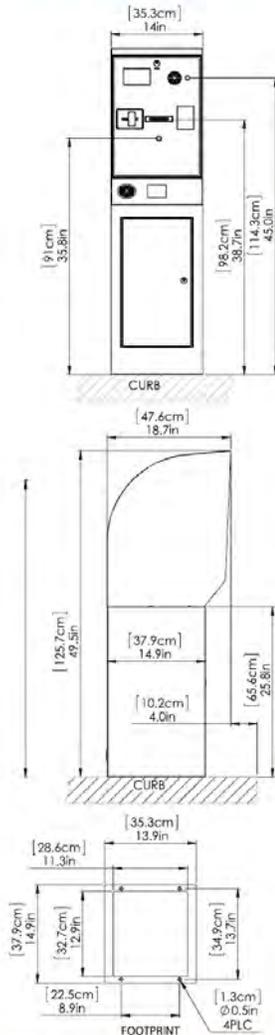
- Heavy duty thermal printer
- Loop detector
- TFT Color hi-res display
- Magnetic card reader for hotel guests, value card payments and credit card users
- Proximity Card Reader
- Stainless Steel housing
- Analog, digital or VOIP intercom
- Data line surge protector and heater
- Custom graphic panels



ATLANTA, GEORGIA U.S.A.
5126 South Royal Atlanta Drive
Tucker, Georgia 30084
U.S.A.
770.491.7586 Phone
770.934.3384 Fax
www.tibaparking.com

** Not all features are available or standard in all regions.
Check with your local sales person for availability.*

MP-30 Ticket Dispenser



Features

Ticket issuing	Fast, on-the-fly barcode printing via heavy-duty thermal printer
Monthlies/Employees	Access via proximity card, magnetic stripe cards, AVI, barcode or keypad
Customer display	TFT color hi-res display
Intercom	Analog, digital or VOIP intercom
Data-Line surge protection	Built in
Hotel or value card reader	Supported
Heater	Supported

Operation

Processor	Embedded industrial controller
Communication & Network	RS-485 industrial communication or TCP/IP ethernet communication
Clock	Built in; backed up by lithium ion battery; keeps clock and data for up to 10 years
Monitoring	Transaction and all events monitored on TMS software in real time
Off-Line Operation	Full off-line mode enabled

Housing – Stainless Steel

Measurements	14" (35.3 cm) Width; 18.7" (47.6 cm) Depth; 49.5" (125 cm) Height
Weight	127 lbs. (57 kg)
Color (Housing)	Standard: White RAL 9010 Optional: Custom colors available
Locks	Device lock

Electrical

Voltage	100-240V AC 50-60 HZ
Current	5.3A max. with heater
Power Consumption	650W with heater
Operating Voltage	24V DC

Environment Conditions

Operating Temperature	-4° to 122° F (-20° to 50° C) with heater
IP Rating	54

Regulatory



Safety	<ul style="list-style-type: none"> UL 60950-1:2007 CAN/CSA-C22.2 No. 60950-1-07
EMC	<ul style="list-style-type: none"> FCC Part 15, Subpart B, Class B CE EMC



Subject to design and functionality changes until product shipping.

5126 South Royal Atlanta Drive • Tucker, Georgia 30084 • U.S.A. • 770.491.7586 Phone • 770.934.3384 Fax • www.tibaparking.com

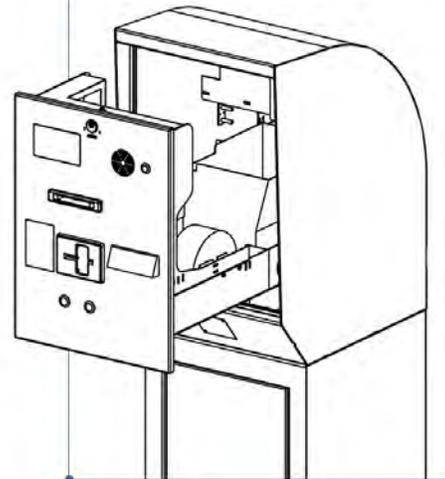


The **Exit Verifier** is your patron's final encounter with your parking facility, so ease and reliability are of utmost importance. The SW-30 is the industry's most reliable ticket processing device, allowing effortless exiting for your customers while maintaining the security of your system. Customers can either insert their tickets paid at an Automatic Pay Station or can Pay-at-Exit via credit card. The system also recognizes validations by stickers and vouchers. Patrons can print receipts from the built in printer for further ease of use. The interior device is mounted on sturdy sliding tracks which glide open with just a pull, allowing for easy maintenance and ticket retrieval.

The Exit Verifier also has an option for a built in intercom system and a proximity card reader which permits monthly customers to exit with a simple wave of their card. As most other TIBA devices, the SW-30 is constructed from rugged stainless steel.

Features*

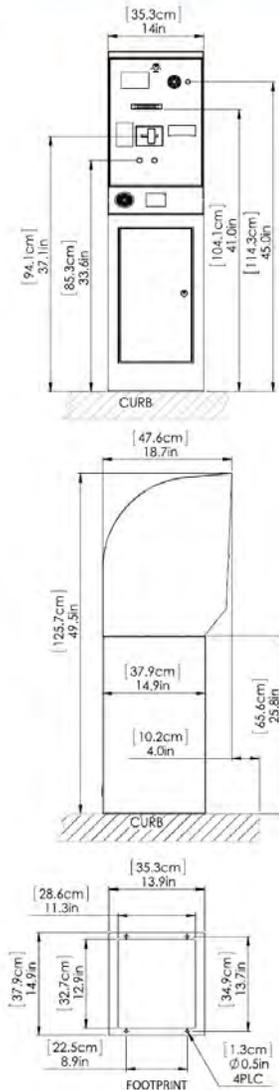
- Motorized Barcode reader to scan and process tickets
- TFT Color hi-res display
- Loop detector
- EMV compatible with dual interface for chip and magnetic stripe cards for credit card payment
- Magnetic card reader for hotel guests, value cards and credit card users
- Proximity card reader
- Analog, digital or VOIP intercom
- Stainless steel housing
- Dataline surge protector and heater
- Custom graphic panels



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** Not all features are available or standard in all regions.
Check with your local sales person for availability.*

SW-30 Exit Verifier



Features

Ticket Verifier	Motorized barcode scanner
Monthlies/Employees	Access via proximity card, magnetic stripe cards, AVI, barcode or keypad
Credit Card Reader	Supported
Receipt Printer	Supported
Single Channel Loop Detector	Supported
Customer Display	TFT Color hi-res display
Intercom	Analog, digital or VOIP intercom
Surge Protection	Built in data-line surge protector
Hotel or Congress Ticket	Optional

Operation

Processor	Embedded industrial controller
Communication & Network	RS-485 industrial communication or TCP/IP ethernet communication
Clock	Built in, backed up by lithium ion battery; keeps clock and data for up to 10 years
Off-Line Operation	Full off-line mode enabled
Management Monitoring	Transaction and all events monitored on-line

Housing – Stainless Steel

Measurements	14" (35.3 cm) width; 18.7" (47.6 cm) depth; 49.5" (125 cm) height
Weight	127 Lbs. (57 KG)
Color (Housing)	Standard: White RAL 9010 Optional: Custom colors available
Locks	Two separate locks for maintenance and to empty ticket container

Electrical

Voltage	100-240V AC 50-60 HZ
Current	5.3A max. with heater
Power Consumption	650W with heater
Operating Voltage	24V DC

Environmental Conditions

Operating Temperature	-4° to 122° F (-20° to 50° C) with heater
IP Rating	54

Regulatory



- Safety
 - UL 60950-1:2007
 - CAN/CSA-C22.2 No. 60950-1-07
- EMC
 - FCC Part 15, Subpart B, Class B
 - CE



Subject to design and functionality changes until product shipping.

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Parking Pro-M

Specifically designed for high volume parking applications
 High functionality
 Safe control unit according to EN 13849
 High ease of use / maximum accessibility
 Only 95 W power consumption
 MCBF of 10 mio. cycles



Whether we are talking about a parking garage, underground parking or a parking area - the barrier is and remains the key element. Parking Pro-M barriers were specifically designed for these applications.

Parking Pro-M barriers not only offer fast opening times but also long-life cycles, reliability and quality. Furthermore, they amaze

with extraordinary design, extremely low operational costs, easy handling and almost maintenance-free technology.

In a nutshell: Parking Pro-M barriers are the first choice for car park operators that need to establish an easy and reliable vehicle access control.

Design and quality

MHTM™ MicroDrive barriers impress with sophisticated and enduring design. The modularly designed housing made of extruded aluminum profiles and a base frame made of stainless steel (both powdercoated) offers best protection against corrosion.

The MHTM™ product line is winner of the red dot award: product design 2012 and German Design Award 2014.

Control unit

The control unit MGC Pro is compliant with EN 13849. It is located directly underneath the top cover and can be accessed from all sides. Configuring the barrier is easily accomplished via the LCD's intuitive user interface that can be navigated with just 4 pushbuttons.

The functionality may be easily extended via optionally available modules.

Drive unit

The drive unit of MHTM™ MicroDrive is not only astonishing because of its small dimensions but you also get high torque with an extremely minimized power consumption. The high torque guarantees best operation even under severe weather conditions (heavy winds, snow, etc.).

The motor, motor control and gearing are all combined in one compact drive unit.

MicroBoom

The MicroBoom is the straight octagonal boom for MHTM™ MicroDrive barriers. This single element can be easily replaced in case of an accident.

The MicroBoom comes equipped with reflective tape and a foamed edge protection which offers best protection against damages and harm to people.

5206_006_015_00712_2014 | Subject to change without notice.



www.ac-magnetic.com/usa

Technical Data	Parking Pro-M
Lane width	10 or 12 ft
Opening / closing time	1.3 s
Power consumption max.	95 W
Duty cycle	100%
Supply voltage	Wide voltage range 85 - 264 V AC
Frequency	50 - 60 Hz
Drive unit	MHTM™ MicroDrive
Housing dimensions (WxDxH)	12.4 x 13.6 x 43.9 in
Weight without boom	97 lbs
Housing design	Powder-coated aluminum
Base frame	Powder-coated stainless steel
Protection class	IP 54
Compliant with	2004/108/EG, 2006/42/EG, 305/2011, CE, UL 325
Temperature range	-22 to +131 °F



German Design Award

SPECIAL MENTION 2014

Features	Parking Pro-M
Standard colors	RAL 9010
Special painting	○
MicroBoom	●
Articulated boom	○
Control unit	MGC Pro
Control unit modularly extendable	●
Integrated 2-channel loop detector	●
Number of integrated loop detectors	2
Variable I/O allocation	●
Opening/closing times selectable	● / ●
Number of digital Inputs	8
Number of relay / digital outputs	6/4
Solar / battery option	○
Specified number of cycles	10 Mio
Warranty	2 years

- Standard
- Optionally available
- Not available

580000025 2011.02.04 | Subject to change without notice

www.ac-magnetic.com/usa



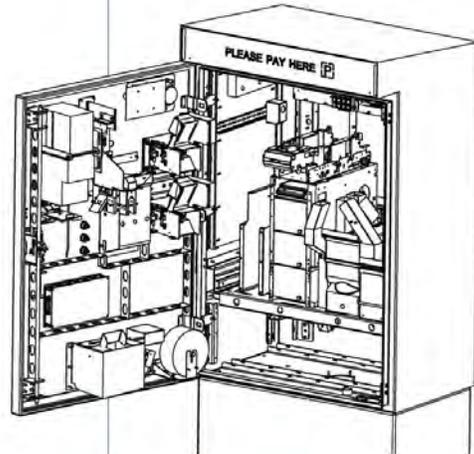
TIBA's **APS-30 Pay-On-Foot** station was designed compactly for easy installation in small spaces, such as elevator lobbies. At this highly versatile, customizable and user-friendly pay station, patrons breeze through the payment process.

The APS-30 has the option for an EMV-compatible card reader with dual interface for chip, and magnetic stripe card reader for credit card payment. Additionally, the device accepts and dispenses bills and coins, prints receipts and has an option to accept monthly card holder payments. Like most TIBA equipment, this unit accommodates a flexible rate structure. Vouchers and stickers can be used to validate tickets. A consolidated report is automatically printed via the printer when the APS-30 is accessed by management or maintenance personnel.

TIBA's high value products offer owners a swift ROI on parking automation projects

Features*

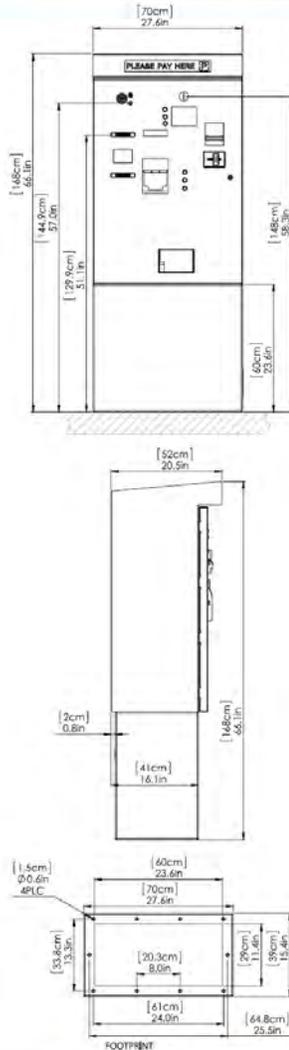
- Credit card and cash acceptance
- Coin acceptance and dispensing utilizing recycling technology
- Cash dispensing up to three notes
- Receipt printer
- Journal printer function
- Multi-language interface
- Monthly account payments
- Chaser ticket acceptance
- Dual level security via access card and mechanical lock
- Locking cash vaults
- Analog, Digital or VOIP intercom substation
- Data line surge protection and heater
- Stainless steel construction
- Custom graphic panels



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** Not all features are available or standard in all regions. Check with your local sales person for availability.*

APS-30 Pay-On-Foot



Features

Ticket reader	Motorized barcode scanner
Coin Acceptor	
Coin Hopper	4 hoppers with up to 800 coins capacity each
Extra Coin Storage	For overflow control
Credit Card Reader	Magnetic stripe or EMV chip enabled dual integrated reader
Receipt Printer	
Bill Acceptor	Bills are read in all four directions
Bill Dispenser	Up to 3 denomination bill dispensing
Display	Hi-resolution TFT color display
Intercom Substation	Analog, Digital or VOIP intercom
Surge Protection	Data-line surge protector
Monthlies/Employees Account Payments	Accounts can be paid at the payment station

Operation

Processor	Embedded industrial controller
Communication & network	RS-485 industrial communication or TCP/IP ethernet communication
Clock	Built-in, backed up by lithium ion battery; Keeps clock and data for up to 10 years
Off-Line Operation	Full off-line operation capability
Monitoring	Transaction and all events monitored on TMS software in real time.

Housing-Stainless Steel

Measurements	27.6" (70 cm) width; 20.5" (52 cm) depth; 66" (168 cm) height
Weight	265 Lbs. (120 kg)
Color (Housing)	Standard: White RAL 9010 Optional: Custom colors available
Locks	Secured electronic and mechanical locking mechanism

Electrical

Voltage	100-240V AC 50-60 HZ
Current	9A max. with heater
Power Consumption	1080W with heater
Operating Voltage	5V, 12V, 24V DC

Environmental Conditions

Operating Temperature	-4° to 122° F (-20° to 50° C) with heater
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Regulatory



- Safety
- UL 60950-1:2007
 - CAN/CSA-C22.2 No. 60950-1-07
- EMC
- FCC Part 15, Subpart B, Class B
 - CE

Subject to design and functionality changes until product shipping.

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eValidation Web Validation System

Introducing eValidation the newest addition to our wide range of intelligent validation solutions. Through a module in TIBA's SmartPark management software, we bring internet validations to the parking industry. Now, any computer with an internet connection can become a validation unit with eValidation. The client can simply log in to a secure website and enter the ticket number and the validation is applied to the transaction in real time. If the patron forgets their ticket, they can call back and provide the ticket number over the phone. EValidation does NOT require a dedicated computer and works while other programs are running. An optional barcode scanner is available for high volume validation accounts. EValidation offers a variety of validation types including flat rate, discounted rate, hours discount, percentage discount, special pricelist assign and more. In real-time, all PARCS system components recognize the validation, calculate the new parking fee and update the balance accordingly.

Operation:

The user interface is very simple. After logging in the user enters the patron's ticket number and authorizes the transaction. The exit transaction can be viewed by the user after the patron exits the facility. An on-going summary of the daily transactions will display in the user interface screen. The user can select different validation types, companies and accounts based on the permissions granted by the administrator of SmartPark. All functions of eValidation can be monitored and controlled from SmartPark by a systems administrator.

Reporting:

The eValidation system provides detailed audit reports of validation usage. Future billing of merchants is quick and easy. Summarized reports show exactly how much to bill the merchant. In addition, reports can be exported into several formats such as: PDF, RTF, MS Excel, etc.

Features

- Supports multiple validations on a single ticket.
- Assign any active validation type from a selection of preconfigured flat rates, discounted rates, hours discounts, percentage discounts, special pricelist assign and more.
- Optional desktop barcode scanner.
- Assign a special agreement rate for future merchant billing as a pre-defined rate or a special merchant pricelist.
- Pre-paid and bill-back options



Authorization session opened



Main validations screen displays batch, quantities, users and dates

Company detailed deb					
From - Z: 987 10/03/11 20:27:41 To - Z					
Z#	Doc#	Payment type	Ticket#	Entry time	Paym time
22	18	eValidation: 149	38	11/08/11 08:20	11/08
22	19	eValidation: 150	50136	11/08/11 08:53	11/08
22	20	eValidation: 151	50139	11/08/11 10:45	11/08
28	1	eValidation: 152	50166	11/15/11 09:22	11/15
28	1	Sticker: 109095, Batch: 1449	40509	11/15/11 09:22	11/15
28	2	eValidation: 153	50173	11/15/11 21:43	11/14
59	1	eValidation: 154	110	12/21/11 16:36	12/21
Total Company					48

Detailed reporting of validation usage



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