PROFESSIONAL SERVICES AGREEMENT [Paid Parking Implementation, Enforcement, and Management Services]

THIS PROFESSIONAL SERVICES AGREEMENT (the "Agreement") is made at Orange, California, on this ____ day of ______, 2025 (the "Effective Date") by and between the CITY OF ORANGE, a municipal corporation ("City"), and ACE PARKING III, LLC, a California limited liability company ("Contractor"), who agree as follows:

1. Services. Subject to the terms and conditions set forth in this Agreement, Contractor shall provide to the reasonable satisfaction of City the services set forth in Exhibit "A," which is attached hereto and incorporated herein by reference. As a material inducement to City to enter into this Agreement, Contractor represents and warrants that it has thoroughly investigated and considered the scope of services and fully understands the difficulties and restrictions in performing the work. The services which are the subject of this Agreement are not in the usual course of City's business and City relies on Contractor's representation that it is independently engaged in the business of providing such services and is experienced in performing the work. Contractor shall perform all services in a manner reasonably satisfactory to City and in a manner in conformance with the standards of quality normally observed by an entity provided such services to a municipal agency. All services provided shall conform to all federal, state and local laws, rules and regulations and to the best professional standards and practices. The terms and conditions set forth in this Agreement shall control over any terms and conditions in Exhibit "A" to the contrary.

Christopher Cash, Director of Public Works ("City's Project Manager"), shall be the person to whom Contractor will report for the performance of services hereunder. It is understood that Contractor's performance hereunder shall be under the supervision of City's Project Manager (or his/her designee), that Contractor shall coordinate its services hereunder with City's Project Manager to the extent required by City's Project Manager, and that all performances required hereunder by Contractor shall be performed to the satisfaction of City's Project Manager and the City Manager.

2. <u>Compensation and Fees</u>.

- **a.** Contractor's total compensation for all services performed under this Agreement, shall not exceed ONE MILLION FOUR HUNDRED FIFTY-NINE THOUSAND FIVE HUNDRED SIXTY-SIX DOLLARS and 00/100 (\$1,459,566.00) without the prior written authorization of City.
- **b.** The above compensation shall include all costs, including, but not limited to, all clerical, administrative, overhead, insurance, reproduction, telephone, travel, auto rental, subsistence and all related expenses.
- **c.** In addition to the scheduled services to be performed by Contractor, the parties recognize that additional, unforeseen work and services may be required by City's Project Manager. In anticipation of such contingencies, the sum of THREE HUNDRED SIXTY-FOUR

THOUSAND EIGHT HUNDRED NINETY-ONE DOLLARS and 00/100 (\$364,891.00) has been added to the total compensation of this Agreement. City's Project Manager may approve the additional work and the actual costs incurred by Contractor in performance of additional work or services in accordance with such amount as City's Project Manager and Contractor may agree upon in advance. Said additional work or services and the amount of compensation therefor, up to the amount of the authorized contingency, shall be memorialized in the form of an Amendment to Agreement approved by the City Manager on a form acceptable to the City Attorney. Contractor agrees to perform only that work or those services that are specifically requested by the City's Project Manager. Any and all additional work and services performed under this Agreement shall be completed in such sequence as to assure their completion as expeditiously as is consistent with professional skill and care in accordance with a cost estimate or proposal submitted to and approved by City's Project Manager prior to the commencement of such services.

- **d.** Contractor agrees to procure and cover administrative expenses associated with any necessary equipment such as subscription fees, handheld devices, printers, paper, etc.
- **e.** The total amount of compensation under this Agreement, including contingencies, shall not exceed ONE MILLION EIGHT HUNDRED TWENTY-FOUR THOUSAND FOUR HUNDRED FIFTY-SEVEN DOLLARS and 00/100 (\$1,824,457.00).

2.1 <u>Term and Extension(s)</u>

- **a.** The Initial Term of this Agreement is three (3) years (the "Initial Term"), commencing July 1, 2025 and expiring on June 30, 2028 (the "Expiration Date"); <u>provided</u>, <u>however</u>, that City has the right to extend the term of this Agreement for the following extensions and upon the following terms:
 - First Extension (the "First Extension Term"): This agreement may be extended for a period commencing July 1, 2028, and terminating June 30, 2030. The total conract amount for this extension shall not exceed ONE MILLION FIFTY-SIX THOUSAND FIVE HUNDRED EIGHTY-SEVEN DOLLARS and 00/100 (\$1,056,587.00), unless expressly authorized in writing by the City.
- b. The City Manager is hereby authorized on behalf of City to give written notice to Contractor of City's intention to exercise each Extension (if at all) no later than thirty (30) days prior to the Expiration Date of the then-current term; provided, however, that City's notice of its intention to extend the term of this Agreement for each Extension shall be expressly conditioned upon and subject to the approval by the City Council, in its sole and absolute discretion, of an amount sufficient to pay the compensation set forth herein for each Extension as part of its annual budget approval process prior to the beginning of each Extension. While the parties acknowledge that City is required to give its notice of intention to extend the term of this Agreement not later than thirty (30) days prior to the Expiration Date of then-current term, it is possible that the City Council's approval of its annual budget and appropriation of funds for the Extension in question may occur thereafter. Accordingly, if the City Council fails to approve and appropriate funds sufficient to pay the amount of compensation set forth herein for an Extension,

this Agreement shall terminate and be of no further force and effect as of the expiration of the then-current term. Notwithstanding anything in this provision to the contrary, in the event City gives Contractor written notice exercising an Extension and City receives notice that appropriation of funds for the Extension in question are not available after Contractor has performed services under the Extension, City agrees that Contractor will be equitably compensated for all services performed under any portion of an Extension through the date of termination of the Agreement. Except as specifically set forth herein, the terms and conditions of each Extension will be the same as the Initial Agreement.

c. Any Extension, if properly exercised, shall be memorialized in the form of an amendment to this Agreement. The City Manager is hereby authorized to approve and execute amendments to this Agreement reflecting the exercise of each Extension and the amount of compensation (including the amount of funds to be made available for additional work or services) payable to Contractor for each respective Extension.

3. Payment.

- **a.** As scheduled services are completed, Contractor shall submit to City an invoice for the services completed, authorized expenses and authorized extra work actually performed or incurred.
- **b.** All such invoices shall state the basis for the amount invoiced, including services completed, the number of hours spent and any extra work performed.
- **c.** City will pay Contractor the amount invoiced within thirty (30) days of receipt of all deliverables.
- **d.** Payment shall constitute payment in full for all services, authorized costs and authorized extra work covered by that invoice.
- 4. <u>Change Orders</u>. No payment for extra services caused by a change in the scope or complexity of work, or for any other reason, shall be made unless and until such extra services and a price therefor have been previously authorized in writing and approved by City as an amendment to this Agreement. City's Project Manager is authorized to approve a reduction in the services to be performed and compensation therefor. All amendments shall set forth the changes of work, extension of time, and/or adjustment of the compensation to be paid by City to Contractor and shall be signed by the City's Project Manager, City Manager or City Council, as applicable.
- 5. <u>Licenses</u>. Contractor represents that it and any subcontractors it may engage, possess any and all licenses which are required under state or federal law to perform the work contemplated by this Agreement and that Contractor and its subcontractors shall maintain all appropriate licenses, including a City of Orange business license, at its cost, during the performance of this Agreement.
- **6.** <u>Independent Contractor</u>. At all times during the term of this Agreement, Contractor shall be an independent contractor and not an employee of City. City shall have the

right to control Contractor only insofar as the result of Contractor's services rendered pursuant to this Agreement. City shall not have the right to control the means by which Contractor accomplishes services rendered pursuant to this Agreement. Contractor shall, at its sole cost and expense, furnish all facilities, materials and equipment which may be required for furnishing services pursuant to this Agreement. Contractor shall be solely responsible for, and shall indemnify, defend and save City harmless from all matters relating to the payment of its subcontractors, agents and employees, including compliance with social security withholding and all other wages, salaries, benefits, taxes, exactions, and regulations of any nature whatsoever. Contractor acknowledges that it and any subcontractors, agents or employees employed by Contractor shall not, under any circumstances, be considered employees of City, and that they shall not be entitled to any of the benefits or rights afforded employees of City, including, but not limited to, sick leave, vacation leave, holiday pay, Public Employees Retirement System benefits, or health, life, dental, long-term disability or workers' compensation insurance benefits.

- 7. <u>Contractor Not Agent</u>. Except as City may specify in writing, Contractor shall have no authority, express or implied, to act on behalf of City in any capacity whatsoever as an agent. Contractor shall have no authority, express or implied, to bind City to any obligation whatsoever.
- **8.** <u>Designated Persons</u>. Only those qualified persons authorized by City's Project Manager, or as designated in Exhibit "A," shall perform work provided for under this Agreement. It is understood by the parties that clerical and other nonprofessional work may be performed by persons other than those designated.
- 9. <u>Assignment or Subcontracting</u>. No assignment or subcontracting by Contractor of any part of this Agreement or of funds to be received under this Agreement shall be of any force or effect unless the assignment has the prior written approval of City. City may terminate this Agreement rather than accept any proposed assignment or subcontracting. Such assignment or subcontracting may be approved by the City Manager or his/her designee.
- 10. <u>Time of Completion</u>. Except as otherwise specified in Exhibit "A," Contractor shall commence the work provided for in this Agreement within five (5) days of the Effective Date of this Agreement and diligently prosecute completion of the work in accordance with the time period set forth in Exhibit "A" hereto or as otherwise agreed to by and between the representatives of the parties.
- 11. <u>Time Is of the Essence</u>. Time is of the essence in this Agreement. Contractor shall do all things necessary and incidental to the prosecution of Contractor's work.
- 12. <u>Liquidated Damages</u>. Contractor shall pay City, or have withheld from monies due it, as liquidated damages, the sum of One Hundred Dollars (\$100) per day for each and every calendar day delay in finishing the work within the time specified, including any written extensions which may be granted, in writing, in accordance with this Agreement.
- 13. <u>Delays and Extensions of Time</u>. Contractor's sole remedy for delays outside its control, other than those delays caused by City, shall be an extension of time. No matter what the

cause of the delay, Contractor must document any delay and request an extension of time in writing at the time of the delay to the satisfaction of City. Any extensions granted shall be limited to the length of the delay outside Contractor's control. If Contractor believes that delays caused by City will cause it to incur additional costs, it must specify, in writing, why the delay has caused additional costs to be incurred and the exact amount of such cost at the time the delay occurs. No additional costs can be paid that exceed the not to exceed amount stated in Section 2.a, above, absent a written amendment to this Agreement.

- 14. <u>Products of Contractor</u>. The documents, studies, evaluations, assessments, reports, plans, citations, materials, manuals, technical data, logs, files, designs and other products produced or provided by Contractor for this Agreement shall become the property of City upon receipt. Contractor shall deliver all such products to City prior to payment for same. City may use, reuse or otherwise utilize such products without restriction.
- **15.** Equal Employment Opportunity. During the performance of this Agreement, Contractor agrees as follows:
- a. Contractor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, mental or physical disability, or any other basis prohibited by applicable law. Contractor shall ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, national origin, mental or physical disability, or any other basis prohibited by applicable law. Such actions shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation and selection for training, including apprenticeship. Contractor agrees to post in conspicuous places, available to employees and applicants for employment, a notice setting forth provisions of this non-discrimination clause.
- **b.** Contractor shall, in all solicitations and advertisements for employees placed by, or on behalf of Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, mental or physical disability, or any other basis prohibited by applicable law.
- c. Contractor shall cause the foregoing paragraphs (a) and (b) to be inserted in all subcontracts for any work covered by this Agreement, provided that the foregoing provisions shall not apply to subcontracts for standard commercial supplies or raw materials.
- **16.** <u>Conflicts of Interest</u>. Contractor agrees that it shall not make, participate in the making, or in any way attempt to use its position as a consultant to influence any decision of City in which Contractor knows or has reason to know that Contractor, its officers, partners, or employees have a financial interest as defined in Section 87103 of the Government Code.

17. <u>Indemnity</u>.

a. To the fullest extent permitted by law, Contractor agrees to indemnify, defend and hold City, its City Council and each member thereof, and the officers, officials, agents

and employees of City (collectively the "Indemnitees") entirely harmless from all liability arising out of:

- (1) Any and all claims under workers' compensation acts and other employee benefit acts with respect to Contractor's employees or Contractor's subcontractor's employees arising out of Contractor's work under this Agreement, including any and all claims under any law pertaining to Contractor or its employees' status as an independent contractor and any and all claims under Labor Code section 1720 related to the payment of prevailing wages for public works projects; and
- (2) Any claim, loss, injury to or death of persons or damage to property caused by any act, neglect, default, or omission of Contractor, or person, firm or corporation employed by Contractor, either directly or by independent contract, including all damages due to loss or theft sustained by any person, firm or corporation including the Indemnitees, or any of them, arising out of, or in any way connected with the work or services which are the subject of this Agreement, including injury or damage either on or off City's property; but not for any loss, injury, death or damage caused by the active negligence or willful misconduct of City. Contractor, at its own expense, cost and risk, shall indemnify any and all claims, actions, suits or other proceedings that may be brought or instituted against the Indemnitees on any such claim or liability covered by this subparagraph, and shall pay or satisfy any judgment that may be rendered against the Indemnitees, or any of them, in any action, suit or other proceedings as a result of coverage under this subparagraph.
- **b.** To the fullest extent permitted by law, and as limited by California Civil Code 2782.8, Contractor agrees to indemnify and hold Indemnitees harmless from all liability arising out of any claim, loss, injury to or death of persons or damage to property to the extent caused by its negligent professional act or omission in the performance of professional services pursuant to this Agreement.
- **c.** Except for the Indemnitees, the indemnifications provided in this Agreement shall not be construed to extend any third party indemnification rights of any kind to any person or entity which is not a signatory to this Agreement.
- **d.** The indemnities set forth in this section shall survive any closing, rescission, or termination of this Agreement, and shall continue to be binding and in full force and effect in perpetuity with respect to Contractor and its successors.

18. Insurance.

a. Workers' Compensation Insurance: Contractor shall maintain workers' compensation insurance as required by law to protect its employees throughout the duration of the work. Contractor acknowledges that it is an independent contractor and is not entitled to workers' compensation benefits under any City program.

- **b.** General Liability Insurance: Contractor shall maintain comprehensive general liability insurance or commercial general liability insurance throughout the term of this Agreement. The minimum coverage shall be the greater of:
 - 1. TWO MILLION (\$2,000,000) per occurrence, or
 - 2. The total insurance coverage and/or limits carried by or available to Contractor.

This insurance shall cover bodily injury, death, and property damage and must be written on an occurrence basis.

- **c.** Automotive Liability Insurance: Contractor shall maintain automotive liability insurance throughout the term of this Agreement. The minimum coverage shall be the greater of:
 - 1. A combined single limit of TWO MILLION (\$2,000,000), or
 - 2. The total insurance coverage and/or limits carried by or available to Contractor.

This insurance shall cover bodily injury, death, and property damage for all owned, non-owned, and hired vehicles and must be written on an occurrence basis.

- **d.** Excess Insurance Proceeds: Any insurance proceeds exceeding the minimum required coverage or limits applicable to a given loss shall be available to the City. The City makes no representation that the minimum insurance requirements of this Agreement are sufficient to cover Contractor's obligations.
- **e.** Additional Insureds: Each general liability and automotive liability policy shall name the City, its officers, officials, agents, and employees as additional insureds, but only concerning work performed under this Agreement. Contractor shall provide a policy endorsement or a copy of the policy evidencing the City's status as an additional insured.

Any umbrella liability insurance provided as part of the general or automotive liability minimums shall be maintained for the duration of the Agreement.

- **f.** Professional Liability Insurance: Contractor shall maintain professional liability insurance covering errors and omissions arising from the performance of this Agreement, with a minimum limit of ONE MILLION (\$1,000,000) per claim. Contractor agrees to keep this policy in force for at least five (5) years following the completion of this Agreement.
- g. Cyber Liability Insurance and Data Protection: Contractor shall maintain network risk and cyber liability insurance with a minimum coverage of TWO MILLION (\$2,000,000) per occurrence to protect against unauthorized access, data breaches, and cybersecurity incidents involving customer data. This policy shall cover costs related to:
 - Breach notifications
 - Regulatory defense
 - Data restoration
 - Public relations expenses

Contractor shall implement industry-standard cybersecurity measures, including encryption, access controls, and regular security audits, to safeguard customer data.

In the event of a data breach, Contractor shall:

- Immediately notify the City
- Cooperate fully in any investigation
- Take all necessary corrective actions to mitigate potential harm

Upon termination of this Agreement, Contractor shall securely transfer all customer data to the City or its designated vendor and certify that any remaining copies have been permanently deleted, unless otherwise directed by the City.

- **h.** Primary Insurance Coverage: Contractor's insurance policies shall be primary, and no insurance held or owned by the City shall be required to cover any loss under Contractor's policy. Contractor shall determine its own insurance needs beyond the requirements stated herein.
- **i.** Proof of Insurance: Before commencing work or delivering materials, Contractor shall provide certificates of insurance and endorsements as required by the City. These documents must confirm that the insurance coverage will not be canceled or allowed to lapse without at least thirty (30) days' prior written notice to the City.
- **j.** Insurance Provider Requirements: Except for professional liability insurance, all insurance maintained by Contractor shall be issued by companies admitted to conduct business in California and rated Grade A or better and Class VII or better by the latest edition of the Best Key Rating Guide.

For professional liability insurance, coverage may be issued by companies licensed or admitted to conduct business in California, provided they meet the Best rating requirements.

- **k.** Lapse or Modification of Insurance: Contractor shall immediately notify the City if any required insurance lapses or is modified. Contractor shall cease performance unless otherwise directed by the City. If necessary, the City may procure insurance or self-insure the risk and charge Contractor for associated costs and damages, including set-off from any sums owed to Contractor.
- **l.** Waiver of Subrogation: In the event of a loss covered by Contractor's insurance, Contractor shall look solely to its insurance for recovery. Contractor grants the City, on behalf of any insurer providing coverage, a waiver of subrogation, preventing the insurer from seeking reimbursement from the City.
- **m.** Subcontractor Insurance Requirements: Contractor shall ensure that all subcontractors are insured under its policies or provide separate certificates and endorsements for

each subcontractor for City review and approval. All subcontractor coverage shall comply with the requirements stated herein.

- 19. <u>Termination</u>. City may terminate this Agreement for any reason by providing Contractor with at least five (5) days' written notice of its intent to terminate. Upon receipt of such notice, Contractor shall immediately cease work, unless otherwise directed by the City.
- **a.** Upon termination, the City shall compensate Contractor for satisfactorily performed services and allowable reimbursements incurred up to the termination date, in accordance with this Agreement. However, if termination is for cause, the City may withhold any disputed compensation. The City shall not be liable for any claims related to lost profits.
- **b.** Retention of Hardware and Data: Upon termination of this Agreement, the City shall retain ownership of all hardware, equipment, and related materials used in connection with the program. Additionally, the City shall have exclusive rights to all data generated, collected, or stored under this Agreement.

Contractor shall promptly return all hardware in good working condition, except for reasonable wear and tear, and transfer all program-related data to the City in a format acceptable to the City. The City reserves the right to inspect and verify the condition of the hardware and completeness of the data prior to final acceptance.

c. Data Migration Assistance: If the City selects a new vendor to continue the program, Contractor shall provide reasonable assistance with data migration to ensure a seamless transition.

This includes:

- Facilitating the transfer of all program-related data in a format acceptable to the City.
- Coordinating with the incoming vendor as necessary.
- Offering technical support to maintain data integrity.

Contractor shall complete all migration efforts within the timeframe designated by the City and provide documentation confirming the successful transfer of all relevant data.

- **d.** Asset Retention and Financing Assistance: In the event of early termination, the City shall retain ownership of all assets financed under Contractor's cost proposal, regardless of remaining payments. Contractor shall provide reasonable assistance to the City in assuming financing arrangements, including:
 - Facilitating necessary documentation.
 - Coordinating with financial institutions.
 - Ensuring a smooth transition.

The City reserves the right to review all financing terms and negotiate adjustments as needed to align with its financial policies and objectives.

20. Maintenance and Inspection of Records. In accordance with generally accepted accounting principles, Contractor and its subcontractors shall maintain reasonably full and complete books, documents, papers, accounting records, and other information (collectively, the "records") pertaining to the costs of and completion of services performed under this Agreement. City and its authorized representatives shall have access to and the right to audit and reproduce any of Contractor's records regarding the services provided under this Agreement. Contractor shall maintain all such records for a period of at least three (3) years after termination or completion of this Agreement. Contractor agrees to make available all such records for inspection or audit at its offices during normal business hours and upon three (3) days' notice from City, and copies thereof shall be furnished if requested.

21. Compliance with all Laws/Immigration Laws.

- **a.** Contractor shall be knowledgeable of and comply with all local, state and federal laws which may apply to the performance of this Agreement.
- b. If the work provided for in this Agreement constitutes a "public works," as that term is defined in Section 1720 of the California Labor Code, for which prevailing wages must be paid, to the extent Contractor's employees will perform any work that falls within any of the classifications for which the Department of Labor Relations of the State of California promulgates prevailing wage determinations, Contractor hereby agrees that it, and any subcontractor under it, shall pay not less than the specified prevailing rates of wages to all such workers. The general prevailing wage determinations for crafts can be located on the website of the Department of Industrial Relations (www.dir.ca.gov/DLSR). Additionally, to perform work under this Contract, Contractor must meet all State registration requirements and criteria, including project compliance monitoring.

c. Contractor represents and warrants that Contractor:

- (1) Has complied and shall at all times during the term of this Agreement comply, in all respects, with all immigration laws, regulations, statutes, rules, codes, and orders, including, without limitation, the Immigration Reform and Control Act of 1986 (IRCA); and
- (2) Has not and will not knowingly employ any individual to perform services under this Agreement who is ineligible to work in the United States or under the terms of this Agreement; and
- (3) Has properly maintained, and shall at all times during the term of this Agreement properly maintain, all related employment documentation records including, without limitation, the completion and maintenance of the Form I-9 for each of Contractor's employees; and

- (4) Has responded, and shall at all times during the term of this Agreement respond, in a timely fashion to any government inspection requests relating to immigration law compliance and/or Form I-9 compliance and/or worksite enforcement by the Department of Homeland Security, the Department of Labor, or the Social Security Administration.
- **d.** Contractor shall require all subcontractors or subconsultants to make the same representations and warranties as set forth in Subsection 21.b.
- e. Contractor shall, upon request of City, provide a list of all employees working under this Agreement and shall provide, to the reasonable satisfaction of City, verification that all such employees are eligible to work in the United States. All costs associated with such verification shall be borne by Contractor. Once such request has been made, Contractor may not change employees working under this Agreement without written notice to City, accompanied by the verification required herein for such employees.
- **f.** Contractor shall require all subcontractors or sub-consultants to make the same verification as set forth in Subsection 21.d.
- **g.** If Contractor or subcontractor knowingly employs an employee providing work under this Agreement who is not authorized to work in the United States, and/or fails to follow federal laws to determine the status of such employee, that shall constitute a material breach of this Agreement and may be cause for immediate termination of this Agreement by City.
- **h.** Contractor agrees to indemnify and hold City, its officers, officials, agents and employees harmless for, of and from any loss, including but not limited to fines, penalties and corrective measures City may sustain by reason of Contractor's failure to comply with said laws, rules and regulations in connection with the performance of this Agreement.
- **22.** Governing Law and Venue. This Agreement shall be construed in accordance with and governed by the laws of the State of California and Contractor agrees to submit to the jurisdiction of California courts. Venue for any dispute arising under this Agreement shall be in Orange County, California.
- **23.** <u>Integration</u>. This Agreement constitutes the entire agreement of the parties. No other agreement, oral or written, pertaining to the work to be performed under this Agreement shall be of any force or effect unless it is in writing and signed by both parties. Any work performed which is inconsistent with or in violation of the provisions of this Agreement shall not be compensated.
- **24.** Notice. Except as otherwise provided herein, all notices required under this Agreement shall be in writing and delivered personally, by e-mail, or by first class U.S. mail, postage prepaid, to each party at the address listed below. Either party may change the notice address by notifying the other party in writing. Notices shall be deemed received upon receipt of same or within three (3) days of deposit in the U.S. Mail, whichever is earlier. Notices sent by e-mail shall be deemed received on the date of the e-mail transmission.

"CONTRACTOR"

"CITY"

ACE Parking III, LLC 645 Ash Street San Diego, CA 92101 Attn.: Mark Raymond City of Orange 300 E. Chapman Avenue Orange, CA 92866-1591 Attn.: Christopher Cash

Telephone: 914-573-1985

Telephone: 714-744-5546

E-Mail: mraymond@aceparking.com

E-Mail: ccash@cityoforange.org

25. <u>Counterparts</u>. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures transmitted via facsimile and electronic mail shall have the same effect as original signatures.

[Remainder of page intentionally left blank; signatures on next page]

IN WITNESS of this Agreement, the parties have entered into this Agreement as of the year and day first above written.

"CONTRACTOR"

"CITY"

ACE PARKING III, LLC, a California limited liability company	CITY OF ORANGE, a municipal corporation
*By: Printed Name: Title:	By: Daniel R. Slater, Mayor
*By: TUM B Tomes Printed Name: Keify Jones Title: OWNER	ATTEST:
	Pamela Coleman, City Clerk
	APPROVED AS TO FORM:
	Nathalie Adourian Senior Assistant City Attorney

- *NOTE: City requires the following signature(s) on behalf of the Contractor:
 - -- (1) the Chairman of the Board, the President or a Vice-President, <u>AND</u> (2) the Secretary, the Chief Financial Officer, the Treasurer, an Assistant Secretary or an Assistant Treasurer. If only one corporate officer exists or one corporate officer holds more than one corporate office, please so indicate. <u>OR</u>
 - -- The corporate officer named in a corporate resolution as authorized to enter into this Agreement. A copy of the corporate resolution, certified by the Secretary close in time to the execution of the Agreement, must be provided to City.

EXHIBIT "A"

SCOPE OF SERVICES

[Beneath this sheet.]



Proposal for RFP No. 24-25.25 for City of Orange Parking Management Services

Prepared Exclusively for The City of Orange June 2025





City of Prange

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June 9, 2025

Wanda Alvarez Purchasing Officer City Clerk Office City of Orange 300 E. Chapman Avenue Orange, CA 92866

ACE Parking ("ACE") is pleased to present a proposal for Parking Management Services for the City of Orange ("City"). Our proposal will outline an ambassador approach to our parking operations that will help ensure strong customer service and an easy parking experience for your citizens and visitors, while allowing a collaborative partnership to develop and thrive between the City and ACE.

ACE'S 75 YEARS OF EXPERIENCE

Since 1950, ACE has grown to be one of the nation's largest parking management and mobility service providers in the country, serving nearly half a million customers per day. ACE operates in many major markets across the U.S., partnering with municipal and government agencies, commercial property management firms, major hotel brands, property owners, developers, and special event companies and entertainment venues. Nationally, ACE manages over 750 locations, collectively services 450,000 customers per day and controls more than 175,000 off-street parking stalls. Gross revenue from all operations exceeds \$500 million annually, while employing more than 5,000 team members with an annual payroll of \$100 million.



ACE'S MUNICIPAL EXPERIENCE

ACE operates in many major markets across the U.S. and has built a reputation for providing efficient operations and innovative consulting services for dozens of municipalities across the country. Our municipal experience started with the City of San Diego, a relationship which has continued without interruption for the past 60+ years. Based on our consistent track record of listening to the specific client priorities for every













































unique parking operation, ACE has built a reputation for implementing services and delivering results aligned with the goals of each of our city partners. ACE's portfolio of municipal clients has grown to include over 40 operations throughout the country and includes extensive experience managing portfolios similar to the City's parking operations.

ACE'S ENFORCEMENT EXPERTISE

Our company was founded when Evan V. Jones saw a need in the burgeoning downtown San Diego market in 1950 to provide paid parking on a dirt lot across from San Diego City Hall. This lot is still managed by ACE Parking today, appropriately referred to as "Lot 1." Over the past 75 years we have become a leader in surface lot management across the country, utilizing the latest technologies to deliver impactful results for our municipal and private client-partners. ACE has grown our Enforcement Division to address the unique and specific needs of our client partners. Today, our Enforcement Department, led by Brian C. Tarbell, Senior Vice President, specializes in



providing non-gated controls and enforcement solutions to support a portfolio of operations that includes over 40,000 spaces with a team of 35 employees and a fleet of vehicles equipped with License Plate Recognition (LPR) systems.

SPACE VIRTUAL PERMIT MANAGEMENT SYSTEM

ACE has developed our own proprietary Virtual Permit Management System called SPACE. We utilize SPACE at many locations across our portfolio, many of similar scope to the City of Orange. Our proposal includes the vision of using SPACE as our Permit Management System for issuing long-term, short term and seasonal permits. While there is a multitude of benefits of utilizing SPACE, the best aspect of our SPACE system is that it features an intuitive, all-encompassing portal for visitors, employees and residents.

OUR COMMITMENT TO THE CITY OF ORANGE

ACE seeks to create a longstanding relationship with the City of Orange and can offer competitive pricing without compromising service and integrity. Your ACE team will bring a forward-thinking mindset to our partnership with the City by taking a proactive approach to achieving the City's goals. We fully commit to our partnership that we will be your parking management experts and will draw on the experience and knowledge of our entire Company to operate, manage, enhance, and improve the City's parking management services.

We are pleased to submit the following response for your review and consideration, and we look forward to the possibility of working with the City of Orange to provide the City of Orange with the very best parking management services available. With our signature below, it is Ace Parking III, LLC's full intention to adhere to the provisions of the RFP, and our full intention to enter into a binding contract should the City select us as its service provider. Should you have any questions regarding our proposal or if you would like to meet with our team, please feel free to contact us at any time.

Sincerely,

John Baumgardner CEO & Vice Chairman



B. COMPANY DATA

ACE'S COMPANY DATA

1. State the company's official name and address and the names and titles of its principal officers; indicate what type of entity, such as corporation, partnership, joint venture, sole proprietorship, etc. and indicate if the firm is incorporated.	Ace Parking III, LLC ("ACE Parking") 645 Ash Street San Diego, CA 92101 Type of Entity: Limited Liability Company (LLC) The principal and officer are: Keith B. Jones, Principal John Baumgardner, CEO			
Provide the company's Federal Employer I. D. Number.	27-1571284			
3. Provide the name and address of the person to receive notices who is authorized to make decisions and represents the company. Specify in what capacity the person shall be representing the entity and any limitations to their authority.	John Baumgardner, CEO 645 Ash Street San Diego, CA 92101 John is the CEO and Vice Chairman of ACE Parking. He has complete discretion over business decisions for the entity and holds ultimate decision			
4. Furnish the company's address for any mailed funds.	645 Ash Street San Diego, CA 92101			
5. State any failures or refusals to complete any contracts and a complete explanation.	None			
6. Indicate the number of years in business under the present business name.	Ace Parking III (which was officially organized on August 28, 2009) is the third generation of ACE Parking that started with the current owner's grandfather in 1950.			
7. Indicate the number of years of the company's experience in providing required, equivalent or related products and services.	Since 1950 – ACE Parking is a third generation, family- owned company with over 75 years of experience providing parking and related services.			
8. Submit a detailed statement indicating whether the Proposer is totally or partially owned by another business organization or individual that will be providing the services to meet the requirements of the Proposal.	Ace Parking III, LLC ("ACE Parking") is wholly and privately owned by its third-generation family owner, Keith B. Jones.			
9. Submit a detailed statement indicating whether the Proposer totally or partially owns any other business organization that will be providing the services to meet the requirements of the Proposal.	Ace Parking III, LLC ("ACE Parking") is the owner of Ace Parking Management, Inc. (wholly owned by current owner, Keith B. Jones), including business units of SAS Access Systems and Venture Parking.			



ABOUT ACF

Since 1950, ACE has grown to be one of the nation's largest parking service and technology solution providers in the country, serving nearly half a million customers daily. Headquartered in San Diego, ACE is privately & family-owned and offers direct access to our top executives and experts while maintaining transparency and a true partnership with our clients. We operate in many major markets across the U.S., partnering with municipalities, government agencies, commercial property management firms, major hotel brands, property owners, developers, special event companies, and entertainment venues.

- 75-Year Family-Owned History
- 20+ Years in the Los Angeles Area
- 1,000 Locations Coast to Coast
- 500,000 Parking Stalls
- 5,000 Team Members
- \$1B Annual Revenue





Services & Expertise

ACE's unique blend of experience, resources, relationships, and culture make us the parking and mobility services provider for operations of all sizes and designs. Below are some of ACE's core skill areas and our approach to each.



MUNICIPALITY

From airports to civic institutions, ACE has the experience to balance the regulatory requirements with customer satisfaction.



EVENT & MAJOR ATTRACTIONS

ACE has developed proprietary technology solutions and service-centric procedures based on a 75-year history managing event venues and major attractions.



ENFORCEMENT

Proper enforcement isn't just a revenue issue, it's also a safety issue. ACE employs the latest technologies and techniques to ensure and enhance both.



CONSULTING

In 75 years of business, we've seen just about everything. If sound advice is what you seek, we're here to talk anytime.



COMMERCIAL

ACE is more than a parking manager for some of the largest corporations in America. We're a revenue growth advisor and partner.



MOBILITY SOLUTIONS

When parking is just one component of a journey, you need smart, effective solutions that connect Point A to Point Anywhere.



HOSPITALITY AND RESIDENTIAL

We take the time and make the effort to provide your guests and residents with a flawless experience worthy of your brand.



HEALTHCARE

When lives and health are on the line, a flawless and efficient operation is critical. Our commitment is to help patients & families when they need it most.

ACE in the Greater LA & OC Areas





\$75 MAnnual Revenue



98%
Account Retention



50,000Managed Stalls



600 Employees

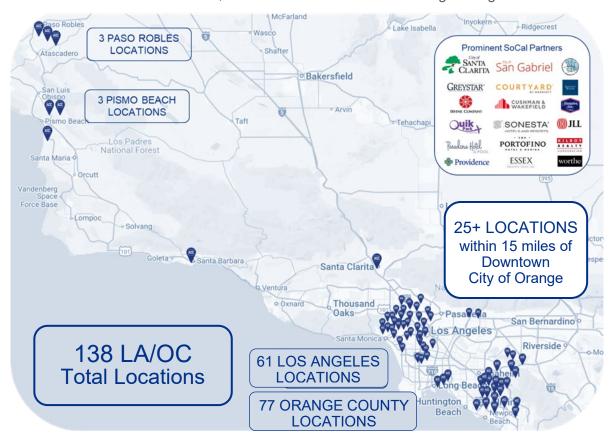


93% Audit Score



Local Experience

Our presence in the Los Angeles area includes long-term partnerships with dozens of prestigious brands and companies, including municipalities. With two regional Los Angeles offices and our corporate headquarters based in Southern California, the City of Orange ("City") will benefit from ACE's investments in our support team which includes dedicated local Audit, Human Resources and Recruiting Managers.



Municipal Experience

ACE has built a reputation over the last 75 years of providing efficient operations and innovative consulting services for dozens of municipalities across the country. ACE takes pride in our collaborative approach to municipal operations, providing various services for many municipalities and government agencies.











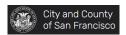








































Long-Term Partners = Proven Results

With decades of proven experience managing enforcement and parking operations for municipalities nationwide, ACE has the knowledge and know-how to exceed your expectations for years to come.











Surface Lot & Enforcement Expertise

ACE's history of administrating and enforcing parking operations originates from our very first location. Starting with one dirt lot across from San Diego's City Hall, ACE founder Evan V. Jones began the company in 1950 to meet a community need. The public was seeking convenient places to park in the bustling downtown district, and we soon learned that our paid parking operations required enforcement, auditing, and administrative services. Our Enforcement Division is led today by Brian C. Tarbell, Senior Vice President, a retired San Diego police officer who specializes in providing non-gated controls, enforcement, and administration solutions supporting a portfolio that includes over 80,000 spaces with a team of over 50 employees and a fleet of over 25 vehicles.



Brian C. Tarbell with ACE Enforcement Vehicle

Surface Lot Payment Technology Expertise

Throughout our history, ACE has partnered with a variety of pay-station providers on our surface lots. ACE understands that the City desires to move forward with Flowbird as the pay-station equipment provider, and we welcome another opportunity to partner with Flowbird for both the pay-station and mobile payments for this project.

Flowbird Experience

ACE currently manages the Presidio Trust in Northern California which is a vast parking operation comprised of *145 Pay by Plate Flowbird paystations!* Our plan for the City's paid parking program will incorporate Flowbird pay stations being implement for capturing card, cash and coin payments across the city. We will strategically install the Pay Stations to be most effective for who matter most, your residents, tenants and visitors.







Municipal Enforcement Experience

Built on our legacy of providing solutions, ACE has expanded our Enforcement Division to address the unique and specific needs of our municipal client partners. Today, our Municipal Enforcement Division is comprised of over 12 operations, 3 of which are in Los Angeles County. The City of Orange will benefit from our vast local Municipal Enforcement resources in the market which includes our Vice President, Tom Pesce, who serves as the Contract Executive for our City of Santa Clarita, City of San Gabriel and City of Torrance parking enforcement contracts.



















When ACE begins a new relationship with a Municipality, we truly seek to create a partnership with our respective client partners. The City of Orange can rest assured knowing ACE Parking will do everything in our power to address and exceed your expectations when it comes to managing your parking and potential enforcement.

Enforcement Equipment Expertise

Drawing on our 75-year experience utilizing equipment to add value for enforcement operations, your ACE team will keep you informed about cost-effective solutions to refine your enforcement operation with the most efficient technology and equipment while also providing the best user and customer experience.



Mobile LPR Equipment Experience

Our team has a successful track record of installing mobile LPR equipment to more efficiently manage our Enforcement Operations



Vigilant has law enforcement industry expertise and can help match your needs to the right LPR system while helping you comply with rapidly evolving regulations. Vigilant Solutions has revolutionized LPR technology for over 90 years, creating innovative, mission-critical communication solutions. Mobile ALPR cameras are a cost-effective solution that provides maximum data capture. We recommend Vigilant for the City's operations, but we have experience with a wide variety including Genetec and the following LPR providers.









Handheld Enforcement Experience

ACE has over 10 years of experience utilizing handheld LPR citation equipment solutions throughout our portfolio to support our enforcement operations. Utilizing handheld LPR devices, we efficiently scan all plates in areas. If a time, unpaid or non-permitted violation is identified, violation information will be displayed on the handheld unit. We partner with multiple handheld enforcement partners throughout the country and recommend Park Loyalty for the City's operations.













Similar Projects

CITY OF CHULA VISTA PARKING ENFORCEMENT

Scope of Services:

Since 2010, ACE has managed the City's parking system of 500 single-space meters and 8 surface lots (240 total spaces on 8 lots) with IPS metered parking equipment and 8 CALE pay stations on the surface lots. Services provided include:

- Parking Enforcement Patrols
- Issuing Citations
- Performing Meter Collections & Parking Law Enforcement
- Providing Customer Service for Parkers who Need to Resolve Parking Issues
- Managing the General Parking Area Maintenance





Address:

276 Fourth Ave, Bldg. A Chula Vista, CA 91910

Contact:

Jimmy Vasquez Revenue Manager (619) 585-5688 jvasquez@chulavistaca.gov

PRESIDIO TRUST PERMIT PARKING & ENFORCEMENT

Scope of Services:

ACE has been a partner of Presidio Trust since 2007. Our operation with The Presidio Park began with metered parking management and monthly parking for the Non-Residential Parking Program.

Today, ACE manages 3,300 stalls, which encompass 8 non-residential zones and 145 pay-and-display machines. ACE oversees the transient, monthly and daily permit parking along with the Special Event parking buyouts and the Presidio Tunnel Tops Reservation System.

ACE began the enforcement of the parking on June 1, 2024, and assists the police by reporting issues with repeat parking offenders identified during parking audits. ACE has implemented Mobile LPR enforcement, as well as work with Flowbird and Passport for mobile payments of parking in the park.

PRESIDIO TRUST



Address:

Presidio Trust 103 Montgomery Street San Francisco, CA 94129

Contact:

Amy Marshall Transportation Program Manager (415) 561-5393 amarshall@presidiotrust.gov

C. CERTIFICATE OF INSURANCE



C. CERTIFICATE OF INSURANCE

COMPREHENSIVE INSURANCE COVERAGE

ACE has the willingness and ability to provide the required insurance coverage as set forth by City requirements within ten calendar days of notification of selection for award of this Agreement. We have included a sample Certificate of Insurance (COI) below for reference. The City can trust that all coverage will be upheld throughout the life of the contract.

ACE maintains a comprehensive insurance coverage plan that exceeds industry standards and meets all contractual obligations, including general liability, garage keeper's legal liability, and information security/cybersecurity coverage. Our policies are structured to protect both ownership and patrons, ensuring that all exposures are accounted for — from physical asset protection to data privacy.

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ACORD ADDITIONAL P	REMA	RKS SCHEDUL	PRO	DUCER License # 0757776			CONTACT Jennifer	Kenyon		
ADDITIONALI	IVEINIA		HUE	3 International Insurance Services Ind 5 Scranton Road	.		PHONE (A/C, No. Ext): (858) 2	255-3258	FAX (A/C, No):	(951) 231-2572
AGENCY		NAMED INSURED	Suit	te 100			E-MAIL ADDRESS: cal.cpu@	hubintern	ational.com	
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SEE PAGE 1		645 Ash St.	-						nsurance Company	10120
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D. VALIDITY OF PROPOSAL



D. VALIDITY OF PROPOSAL

120 DAYS EFFECTIVENESS

Our proposal, encompassing all terms, conditions, and pricing, shall remain valid and open for acceptance for a period of 120 calendar days, commencing from June 9, 2025, the date of submission.

E. CERTIFICATION OF UNDERSTANDING



E. CERTIFICATION OF UNDERSTANDING

ACKNOWLEDGING THE CERTIFICATION OF UNDERSTANDING

The City assumes no responsibility for any understanding or representation made by any of its officers or agents during or prior to the execution of any Agreement resulting from this RFP unless:

- 1. such understanding or representations are expressly stated in the Agreement; and
- 2. the Agreement expressly provides that the responsibility therefore is assumed by the City. Representations made but not so expressly stated and for which liability is not expressly assumed by the City in the Agreement shall be deemed only for the information of the Proposer.

ACE acknowledges and complies with the above stated Certification of Understanding.

F. STATEMENT OF COMPLIANCE



F. STATEMENT OF COMPLIANCE WITH AGREEMENT'S ARTICLES/TERMS AND CONDITIONS

STATEMENT OF COMPLIANCE WITH AGREEMENT

ACE certifies that this Proposal is in compliance with said Request for Proposal information.

G. RESUMES & QUALIFICATIONS



G. RESUMES & QUALIFICATIONS OF PROPOSER'S PERSONNEL

THE ACE TEAM

Your ACE Management Team will energize the parking operation for the City of Orange by emphasizing an ambassador approach to create a welcoming experience for residents and visitors. Your local team has over 25 years of combined management experience to bring to the City's parking operations.



















TOM PESCE – Vice President, Los Angeles & Orange County Operations

Tom is responsible for all daily operations for ACE in Los Angeles and Orange County. His duties include ensuring profitability goal attainment, operational quality, consistent customer service delivery, and ongoing client engagement. He brings an insight to parking and customer service that is continuously focused on enhancing the customer experience. By consistently demonstrating an innovative approach to operational management, with the ability to analyze and improve processes, Tom has developed a reputation for impeccable attention to detail and management of high end, service-intensive properties.

- 15 Years of Parking Industry Experience
- Oversee all Daily Operations for 45 locations
- Contract Executive for City of Santa Clarita and San Gabriel Citywide Enforcement
- Contract Executive for City of Torrance Street Sweeping Enforcement
- Reputation in High Attention to Detail & Exceeding Client's Goals

HENRY HERNANDEZ – Regional Director of Operations

Henry has over 25 years of management experience in the parking industry. He is responsible for the daily operations of all accounts in Orange County and Long Beach. His duties include ensuring profitability, operational quality, and retention of all locations. He brings an insight into parking and customer service that is targeted at giving customers the very best experience. He has significant experience managing events facilities, including Irvine Spectrum (with 22,000 valet cars per month), Hollywood & Highland, and the Long Beach Convention Center. Henry currently serves as the Executive Contact for the Long Beach Convention Center where he is ultimately accountable for hundreds of annual events, including the Annual Long Beach Grand Prix. Henry will be responsible for meeting and exceeding the City of Orange's expectations for all levels of services. He will be available to attend all regularly scheduled meetings and be the main support system for his direct reports.

- 25 Years of Parking Management Experience
- Oversee 45 locations for ACE in Orange County, including the Irvine Spectrum
- Program Manager for the City of Torrance Street Sweeping Enforcement Contract
- Additional Specialties include Valet and Event Operations, such as the Annual Management of the Long Beach Grand Prix Parking Operation

G. RESUMES & QUALIFICATIONS









GEORGE SAUCEDO – Proposed Parking Manager

George has more than 12 years of operations management experience in the parking industry. George has worked for some of the major hotel brands including Marriott, Hilton, and Fairmont. In 2018, George joined ACE Parking as the Irvine Spectrum Center Site Manager. He continues to bring years of great experience in our industry and has revamped the team culture and client relations to a new level. He ensures continuity in seeing that the operational and financial goals are achieved for Irvine Spectrum Center operations. George reports directly to Henry Hernandez, Regional Director of Operations. George would be responsible for overseeing the Parking Ambassadors and ensuring the overall success of the City of Orange parking operations.

Enforcement Consultant

In addition to the on-site leadership of Tom Pesce, Henry Hernandez, and George Saucedo, ACE will also have Brian C. Tarbell on-site to assist in the event that there is an Enforcement transition, and to serve as a resource for our operation as it progresses.

















BRIAN C. TARBELL – Senior Vice President, Enforcement/Surface Lot Division *Enforcement Subject Matter Expert – Based in San Diego (ACE's Corporate HQ)* Brian has been leading ACE's surface lot and enforcement operations for the past 20 years — meaning there is no one in San Diego more knowledgeable about the Downtown market, especially sites located along the waterfront. As a former City of San Diego Police Officer, Brian combines his local knowledge with firsthand experience handling lot enforcement. His team of enforcement officers utilize state-of-the-art camera systems that incorporate license plate technology integrated into multiple payment platforms for ACE to easily separate paid vehicles from those who are not in compliance.

As a result of Brian's experience in lot and street enforcement, he has been tasked with setting up ACE's new enforcement programs in several markets including Chula Vista, Santa Clarita, San Gabriel, Encinitas, and Roseburg, OR. He is ACE's main liaison with the citation provider we partner with, Park Loyalty, coordinating all system configurations, device set-up, enforcement options, etc.



H. WORK PLAN

WORK PLAN DEDICATION CHECKLIST

We have carefully reviewed Section III: Scope of Work and are fully dedicated to accomplishing the Scope of Services for the City of Orange. The table below will demonstrate and confirm our commitment to providing all the Scope of Services which will be detailed in our Work Plan hereinafter.

SCOPE OF SERVICES	() ACE is committed to meeting the Scope of Services requirement and confirms that we will meet and exceed all items outlined in the Scope of Work.
1. Staffing	✓
2. Pay Station Implementation	✓
3. Abide by Pay Station Requirements	✓
4. Ensure Pay Station Two-Way Communications	~
5. Capture All Pay Station Payments	~
6. Provide Pay Station Warranty/Contractor Support	~
7. Provide Pay Station Training	~
8. Provide Pay Station Reporting/Maintenance Tracking	✓
9. Provide Data/Integration	✓
10. Mobile/Virtual Payment Implementation	✓
11. Abide by All Mobile/Virtual Payment Key Requirements	✓
12. Ensure MPS Configuration Capabilities	✓
13. Provide MPS Customer Support	~
14. Ensure Proper MPS Revenue Capture	✓
15. Provide Marketing and Information on MPS	✓
16. Provide Training on MPS	~
17. Provide City Support	✓
18. Provide a Comprehensive Parking Communications Plan	✓
19. Provide a Permit Management System	~
20. Provide Enforcement Services (If Required by City)	✓
21. Provide All Enforcement Vehicles and Equipment	✓
22. Provide All Enforcement Uniforms	✓
23. Provide Stringent Hiring Criteria	✓
24. Provide Enforcement Training	~
25. Adhere to All Performance Standards	✓
26. Miscellaneous Items	✓



Work Plan Timeline Commitment

While we have shared the above dedication to accomplishing the City's Scope of Services as it relates to this request for proposal, please note that our commitment does not end there. ACE Parking will partner with the City and provide ongoing operational support and consulting, all of which are captured in our proposed Management Fee.

The City will have the entire presence of our company behind them as we work together hand-in-hand to implement this operation. We look forward to having you read a bit more on the pages to follow about our plan to incorporate our work plan and tie it to your Scope of Services.

ACE will do everything in power to abide by the Work Schedule provided in the RFP. Please see more details on our dedication to our work plan in the Implementation Plan toward the end of our proposal

Task	Party	Target Timeline
Notice to Proceed (NTP)	City/Vendor	Day 1
Define/Map Meter/Sign Locations	City/Vendor	30 Calendar Days
Complete Meter Configurations	City/Vendor	30 Calendar Days
Complete Credit Card Processing	City/Vendor	30 Calendar Days
Meter Program Configuration Approved	City	30 Calendar Days
Meter Location / Mobile Signage Preparations	City/Vendor	30 Calendar Days
Initial Public Outreach	City/Vendor	1-90 Calendar Days
Pay Station Delivery	Vendor	75 Calendar Days
Pay Station/Signage Installation	Vendor	90 Calendar Days
On-Site Training of City Staff	City/Vendor	Once Installed
Continued Public Outreach	City/Vendor	During Installation
Post-Installation Follow-up Meeting	City/Vendor	Post Installation
Implementation Complete		90-120 Days

Permit Management System (PMS)

Task	Party	Target Timeline
Notice to Proceed (NTP)	City/Vendor	Day 1
Define Permit Parking Areas	City/Vendor	30 Calendar Days
Initial Public Outreach	City/Vendor	1-90 Calendar Days
Signage Installation	Vendor	90 Calendar Days
On-Site Training of City Staff	City/Vendor	Once Implemented
Continued Public Outreach	City/Vendor	During Installation
Post-Implementation Follow-up Meeting	City/Vendor	Post Implementation
Implementation Complete		90-120 Days



The Transition Team



Corporate Transition Team

All corporate team members from regional and corporate executives to our recruiting and training team will be provided at no cost to the City. ACE commits the following corporate resources to the transition.

EXECUTIVE	POSITION	ROLE	ON-SITE HOURS	REMOTE HOURS	TOTAL HOURS	
Brian Gansert	President	Operations	1	3	4	
Michelle Dente	EVP	H/R	0	4	4	
Clay Adams	EVP	Audit & Revenue	0	1	1	
Bill Kepp	EVP	Marketing	0	1	1	
Jon Gjerset	CIO	IT	0	2	2	
Brian Tarbell	SVP	Transition & Setup	0	8	8	
Tom Pesce	VP	Ops Management & Training	8	8	16	
TOTAL EXECUTIVE HOURS						



Transition Plan

We develop customized plans for every transition based on the implementation scope and the requested timeline from our clients. Although we typically recommend 30-day transition plans, we can accomplish emergency transitions in as little as 24 hours and may recommend longer periods for highly complex or phased openings.

Detailed Transition Plans

Our transition plans cover over 100 individual tasks ranging from holding stakeholder meetings to implementing new technology solutions. We will customize a three-phased plan for the City which will focus on delivering a smooth transition for your citizens and visitors and will include the following actions.

Delivering Successful Transitions

By focusing on the details that are important to our clients, management, property visitors, and stakeholders, our transition teams consistently exceed the expectations of our new client partners. Every quarter, we conduct Client Surveys to ensure that we are meeting the expectations of our long-term and new clients. In 2024, over 90% of our 64 new clients indicated that we delivered on ALL the improvements we proposed.



30-Day Transition Plan

Below is our proposed site-specific, high level, 30-day Implementation Plan to seamlessly transition the City's Parking Operations and Management Services to ACE Parking.

Key Transition Personnel

- George Saucedo, Parking Manager
- Tom Pesce, Vice President of LA/OC Operations
- Brian Gansert, President of Operations
- Henry Hernandez, Regional Director of Operations
- Eric Wrinkle, City of San Gabriel Project Manager





Implementation Plan

We have provided below an overview of our timeline for implementing the Paid Parking Operation in the City of Orange. Please be advised that this timeline reflects if all Vendors are able to provide products on this timeline.

Week 1:

- Execute the Agreement between ACE Parking and the City of Orange.
- Upon execution of the contract, ACE will issue orders on behalf of the City for the Flowbird Pay Stations.
- If the City will move forward with ACE as the Enforcement contractor, we will also purchase at that time: Toyota Corolla Vehicle(s), Vigilant ALPR Equipment and Data Ticket Device and Printers.
- We will have all orders prepped prior to finalizing the contract, but signature officially allows us to transfer funds to vendors.
- Send signage proofs to the City of Orange team for approval for our Mobile Payment Solution. Upon approval of proposed signage, ACE will issue the order.
- Walk the lots and streets with the City of Orange team and review scope of work and areas with them.
- ACE will create a new internal location data sheet to bring the City of Orange parking lots online in our accounting system.
- ACE, Flowbird and the City of Orange representatives meet on-site to layout the installation plan for each Pay Station.
- Purchase Business License for City of Orange.
- ACE acquires Certificate of Insurance for the Parking Operation and Vehicle-(if necessary for Enforcement) and shares them with the City of Orange.
- Establish Lot Numbers for each designated surface lot and MPS "Zone" and assign our MIDs for the Flowbird Pay Stations.
- Order Fuel Cards for the Vehicle(s) (If Applicable for Enforcement.)
- Initiate Job Requisition for the Parking Ambassador Position.
- Meet with the City of Orange, ACE IT, led by Jon Gjerset, George Saucedo and Tom Pesce to coordinate the design of a potential informational webpage.

Week 2:

- Draft and send an introduction letter to all tenants and resident permit holders from ACE Parking.
- An Information Alert will be posted on the City of Orange website informing the public of the paid parking implementation plan, including key dates. ACE will work with the City on exact language, but we envision indicating that paid parking will not be in full effect until the Fall, but visitors and residents will see equipment in the field and being tested periodically until that time. We want to ensure that a minimal (ideally none!) amount of confusion will be experienced by your visitors and residents.
- George Saucedo coordinates with ACE internal team to coordinate SPACE Parking Zones.
- George Saucedo coordinates with ACE IT to build City of Orange's SPACE AR Permit payment/management website.
- George Saucedo, Henry Hernandez and Tom Pesce schedule and complete training with Flowbird representatives on the Flowbird software.



- ACE establishes bi-weekly (twice weekly) calls with Flowbird to coordinate backend software integrations for all necessary components.
- Interview Potential Parking Ambassadors.
- Program SPACE for the City of Orange. Request License Plate Holder information for all current authorized Permit Holders and offer to help residents and city employees with their signup process.
- Review daily parking rate structure with the City Parking Team.

Week 3:

- Send job offer to the designated Parking Ambassador.
- ACE and City of Orange Finalize the locations where signage will be installed.
- Employee completes background check and onboarding paperwork.
- Order uniforms to this employee's specifications.
- George Saucedo, Henry Hernandez and Tom Pesce meet with the City of Orange team to review status.
- If ACE is handling Enforcement, Toyota Corolla is delivered on-site.
- ACE will engage a vendor (if not performed by local dealership prior to vehicle delivery) to wrap vehicle in either ACE or City of Orange branding. (If handling Enforcement)

Week 4:

- ACE receives finished copies of the signage package.
- Data Ticket device and printer delivered to George Saucedo's office.(If handling Enforcement)
- George Saucedo and Henry Hernandez test the QR Code and Text to Pay Functionality of each sign.
- George Saucedo and Henry Hernandez continue to make rounds in town introducing themselves to local business owners and residents.
- ACE Attends City Council Meeting (If desired) to provide an overview of the Paid Parking Implementation plan.

Week 5:

- George Saucedo provides ongoing training in the City of Orange to help familiarize our Parking Ambassador with the City and Stakeholders so that they can provide impeccable customer service on go-live date.
- ACE to host a "Get to Know Us" Event at a local establishment or at City Hall with City Representatives.
- Ongoing Training and Testing of the Scan and Text to Pay Signage by George Saucedo and our Parking Ambassador.
- If ACE is providing Enforcement, Vigilant ALPR system is delivered and installed this week.
- If ACE provides Enforcement, testing of the Vigilant ALPR system begins.

H. WORK PLAN 1. WORK PLAN & TIMELINE



Week 6:

- Flowbird pay-stations delivered on-site and Flowbird team begins installation this week.
- ACE Parking and Flowbird test to ensure functionality and payments are capable of being processed.
- When we are not actively testing the Pay Stations, we will have them covered so as to not confuse our parkers in town.
- George Saucedo and Henry Hernandez confirm payments on Flowbird pay stations are batching into ACE's bank account.
- Parking Ambassador continues ongoing training with Vigilant and weekly keep-up of the Flowbird pay stations.
- George Saucedo coordinates with City personnel to ensure they can receive notifications/complaints through the webpage.
- George Saucedo and Henry Hernandez meet on-site with the City of Orange stakeholders to review the Flowbird Installation and present our completion. Upon Stakeholder approval, ACE will now begin installing Scan and Text to Pay Signage.

Week 7:

Our assumptions are ahead of schedule as long as all vendors are able to match our proposed lead times.

- George Saucedo works with City Maintenance Personnel for the Installation of ACE Scan and Text to Pay Signage, as well as any Wayfinding signage that will be within our scope.
- George Saucedo and our Parking Ambassador to test the Scan and Text to Pay Signage in the field.
- If ACE is handling Enforcement, George Saucedo rides along with Parking Ambassador (or designated Enforcement employee) and ensures proper payment functionality of the Flowbird Pay by Plate, SPACE MPS and Data Ticket Handhelds

Week 8: "Go-Live"

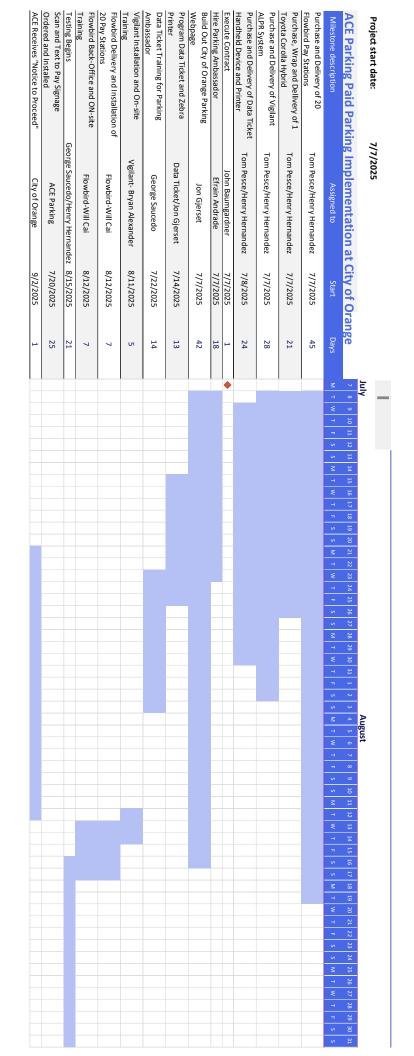
- Assuming all has gone to plan with installation and technology vendors, if time is of the essence we foresee around Week 8 being the potential estimated "Go-Live" Timeline.
- In this phase, we will remove Covers from all Flowbird Pay Stations and we will consider our operation live!

H. WORK PLAN 1. WORK PLAN & TIMELINE



Project GANTT Chart

Please see the Gantt Chart below for our Estimated Timeline for the City of Orange Paid Parking Program.





2. STAFFING

RECRUITING & HIRING

ACE recruits and continually updates our pool of outstanding candidates and matches them with jobs that challenge and motivate them by combining the latest technologies and online tools. This allows us to quickly target passive and active job seekers who possess specific behaviors and skill sets that match our requirements. ACE utilizes the most sophisticated technology to scour social networking sites for potential candidates, some of whom may not even be actively seeking new jobs. Our Talent Acquisition team actively pursues everyone in the labor market with an internet footprint, broadening the talent pool and changing the dynamics of talent acquisition.

Your ACE Management Team will energize the City's parking program by emphasizing the customer experience, while leading each of our on-site team members to embrace an ambassador role and create a welcoming experience for every visitor and permit holder. This starts with hiring the best team members and reinforcing training programs.

Proven Recruiting Strategies

ACE is committed to fulfilling the goals of our mission statement. To that end, we make every effort to offer employment to those that model our mission objective, "Operating under the ideals of moral integrity, quality and accountability." ACE strongly believes in promoting from within our existing staff. Existing team members are encouraged to apply for any open position. Team members are made aware of job postings through the ACE employee website and on-site job postings. In recent years, our recruiting strategies have shifted towards the vast digital world in addition to hosting interactive and engaging hiring events and job fairs.

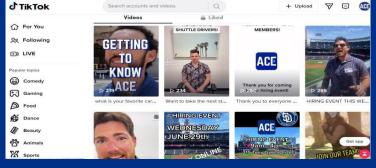
HIRING EVENT EXAMPLE

PETCO PARK HIRING EVENT

The event was hosted at Petco Park which allowed for a unique experience for attendees at one of San Diego's iconic locations as well as giving them an opportunity to learn more about the company's hiring process. This event was attended by over 175 people who were interested in learning more about the company's job opportunities and resulted in 38 new hires. ACE used digital marketing to promote the event on social media (Facebook, Instagram, TikTok, Twitter), blogs, local news stations, and other channels.









Comprehensive Local Outreach

Outside applicants are directed to the ACE website to apply; when an online application is not possible paper applications will be substituted. Open positions are announced using a variety of recruiting techniques including:



- Job Postings, Job Fairs
- Networking & Local Relationships
- School Career Counselor Outreach
- Faith Based Organizations Outreach
- Employee Referrals

- Local Veteran Organizations
- Online Job Search Engines and Websites
- Print Advertising
- ACE Sponsored Meet & Greet Events

Hiring Criteria & Application Process

Our approach is simple. We recruit and continually update our pool of outstanding candidates, and we match them with jobs that challenge and motivate them. We do this by combining the latest technologies and online tools with our unique talent acquisition strategy.

The initial approach begins with hiring the most friendly, outgoing and qualified candidates for your parking facilities and then providing them with the resources to become parking ambassadors focused on identifying customer needs and delivering engaging customer experiences. *Due to our stringent recruiting and hiring standards focused on identifying friendly service-oriented team members, only one in twelve applicants will make it through the ACE hiring process,* which includes numerous interviews, role play situations and background checks. We understand that our team members will be representing the City, and we take that very seriously.

Pre-Screening for Hospitality-Oriented Individuals

Making a parking customer feel as though they are the most important person in the world is something you can't put a price on, and you can't compromise. With our approach to Customer Service, or what we call *Customer Experience*, we focus on hiring the right people for the right position. Our recruitment team utilizes a detailed pre-screening process to make sure each candidate we hire has that "hospitality bone" in their body. In the prescreening process, we find ones that want to make a difference and not just collect a paycheck. Our training programs are custom created and regularly updated to ensure we meet the needs of our client base.



Hiring People Who Like to Smile

ACE believes that hiring people who like to smile can foster a more positive and welcoming work environment, boost morale, and potentially improve customer interactions and employee performance. We recognize the benefits of hiring people who are happy to work for us. Our goal is to cultivate a positive workplace culture by promoting work-life balance and employee well-being.





Background Checks & Screening

A fast hire means nothing if it's not the right hire. Ensuring quality hires is our top priority. In order to be considered for employment, every applicant must first complete an extensive employment application and successfully pass a series of pre-employment assessments. Pre-employment and post-employment screenings include:



- Identity Validation (Citizenship)
- Social Security Match
- County, State & Federal Criminal Records Search
- Credit Report (for applicable positions)
- Sex Offender Registry

- Job Reference Checks
- Educational Reference Checks
- MVR
- DOT Drug Testing (5 Panel)
- I-9 E-Verify

Training

ACE will provide friendly and well-trained Enforcement Ambassadors that are familiar with the City's goals. Each staff member will be specifically trained by your ACE team to deliver exceptional levels of service with a firm but calm approach to enforcement and community support.

This Ambassador approach, along with active engagement from your ACE management team, will ensure a seamless transition of implementing the paid parking plan for the City. We have provided an in-depth overview on the pages to follow which demonstrated our onboarding training plan for our new ACE team members.



Customer Experience Training

Award-Winning ACE Training Programs include:

- Every Thank You Earned™ service philosophy
- We See The People, Not The Cars training program
- DEEP BLUE Training Statistics & Monitoring

ACE New Hire Orientation

- Introduce new associates to our company culture
- Outline job responsibilities and expectations
- Address protocol and procedures, including payroll, uniform, and guest service and experience

Site-Specific Certification and Orientation

- Specific training to integrate area and site-specific knowledge during orientation
- Prepare each member of staff on proper and safe equipment operation
- Address specific property hazards that staff will come across
- Reduce risk of injury or damage to property
- Train staff on all role-specific functions and standards

Ambassador Cross-Training

ACE has developed specialized training programs for our enforcement team members to ensure we deliver on our commitments to excellent service. These include:

- Role-specific customer service
- LPR Equipment Maintenance Training
- Security Incident Response Training





Lot Attendant Duties

Lot attendants are essential for the safe and efficient operation of our parking facilities. They manage traffic flow, handle transactions, provide customer service, and maintain lot cleanliness. Their professionalism as the first point of contact is key to a positive customer experience.

Responsibilities include:

Traffic Management & Efficient Parking

Actively guide and direct traffic to ensure a smooth and orderly flow, thereby maximizing parking capacity and minimizing congestion. Their oversight is essential for creating a safe environment where drivers can navigate the lot with ease.



Directing Drivers to Available Spaces

Expertly navigate incoming drivers to open parking spots. This requires a keen awareness of the lot's layout and availability. They may use hand signals, verbal instructions, or even automated systems to efficiently match drivers with suitable spaces, thereby optimizing the use of the parking area.

Fee Collection & Ticket Issuance

Entrusted with the financial transactions associated with parking services. This involves accurately collecting parking fees from customers, processing payments, and providing receipts. They may also issue parking tickets or permits as necessary, maintaining meticulous records of transactions and ensuring accountability.

Security Monitoring & Violation Enforcement

Actively monitor the parking lot for suspicious activities, unauthorized vehicles, or any potential security threats. They are also responsible for enforcing parking regulations and issuing citations for violations, contributing to a safe and orderly environment for all users. Vigilance is key to maintaining a secure parking environment.

Customer Service & Assistance

Be prepared to handle customer inquiries, provide clear and concise directions, and offer assistance with any parking-related concerns. They may also be required to resolve disputes or address complaints in a professional and courteous manner. Providing excellent customer service is a fundamental aspect of the job.

Minor Vehicle Assistance

Offer assistance with minor vehicle issues, such as jump-starting a car or helping a driver change a flat tire. This helpful support can enhance customer satisfaction and demonstrate a commitment to going the extra mile.

Maintaining Cleanliness and Organization

Maintain the cleanliness and organization of the facility. This includes regularly clearing debris, removing litter, and ensuring that parking spaces and walkways are free from obstructions. A wellmaintained parking lot creates a positive impression and ensures safety.

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Required Staffing & Sample Staffing Plans

The following are descriptions of the job duties for the relevant roles regarding the execution of the Scope of Services for this operation as well as the sample staffing plan. George Saucedo will serve as the Parking Manager for this operation, and he will oversee our proposed Full Time and Part Time Parking Ambassadors.



Parking Manager

As a Parking Manager, the ACE team member oversees all Parking Ambassadors and operations at the site-level and will serve as the main point of local contact for the City for all matters. The Parking Manager is responsible for ensuring that Ambassadors are properly trained and equipped to fulfil their duties. Mr. Saucedo will meet all requirements of the project, including being available at minimum 7 Days per Week between the hours of 9am and 6pm. Additionally, he will make site visits weekly in the initial 2-month period of the contract and then meet at least once per month on-site thereafter. We have included an annual allocation for Mr. Saucedo to serve as the Project Manager over this operation as part of our Cost File.

Parking Ambassador

The Parking Ambassador position will make up the bulk of necessary staffing for parking operations in the City of Orange. These team members are the initial point of contact for visitors, permit holders, and residents in Old Towne, and will be responsible for patrolling and assisting customers with processing payments throughout the city. We have a Full Time Employee estimated to work for 8 hours per day, Monday through Friday from 9am-5:30pm, and a Part Time Ambassador working the same hours on Saturday and Sunday.

The Parking Ambassador will be a critical hire for this program to ensure that all operations run smoothly getting a new paid parking program off the ground. This position will require a high-level of customer service skills and thick-skin to handle any customer complains due to the new nature of implementing paid parking in town. In addition to providing strong customer service to parkers throughout town, we envision this position also be responsible for the collection of cash and coins, as well as daily maintenance of the Flowbird pay stations. For the Optional Enforcement operation, we envision our Parking Ambassador can likely manage this role as well also within their 8 hours per day during the paid parking periods of 9am-6pm. We have included estimated cost in our cost file for this to be its own dedicated position, but we can adjust that as needed.

Proposed Staffing Plan

Please see below overview of our proposed Base Staffing Plan for this operation. As mentioned above, we believe we can have our Parking Ambassador also manage the Enforcement, but we have included cost in our cost file for this to be it's own dedicated position.

Monday-Sunday																								
Position	Midnight					AM				Noon						PM								
FOSILIOII	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Parking Manager (George Saucedo)	On-Call/As Needed																							
Parking Ambassador										1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0						



Staff Uniforms

ACE will provide all team members with a conspicuous I.D. badge and distinct uniform that is appropriate for their job duties. Your ACE team will review uniform options with a City representative and obtain their approval for our uniform and photo I.D. badge designs. The uniforms will be replaced annually or on an as-needed basis. We recommend uniforms that include a name tag, the words "Parking Ambassador" and/or "Parking Enforcement" placed on the front and back of the uniforms, along with a friendly "How Can I Help?" button prominently displayed on the front. ACE will ensure uniforms are complete, clean, pressed, and professional in appearance. All ACE team members will be in complete uniform at any time they are engaged in enforcement and collection duties or appearing in court in matters relating to our services.

Sample Uniform Options for Parking Ambassadors/Possible Enforcement Personnel





3. PAY STATIONS

Pay Station Procurement & Installation

Upon examination of the RFP ACE has proactively secured a quote from Flowbird for securing and installing a proposed 20 pay stations to serve as our proposed Pay Station provider for this project to implement paid parking into the City of Orange.



Implementing Paid Parking

From our site visits and Flowbird's independent visits we believe 20 pay stations will be the ideal amount to help us accomplish the goal of implementing paid parking. If the City would prefer to use less than 20 pay stations, we can scale down our approach to satisfy the program's needs. Flowbird's Pay Station product is fully capable of complying with all aspects of the City's requirements regarding the desired Pay by Plate (PBP) pay station system targets. Below, please find an overview of the Flowbird product and how we will utilize it to process payments for the City of Orange.

Flowbird CWT S4+ Multi-Space Meter

The CWT S4+ MSM Pay Station (CWT MSM) allows for a one-of-a-kind experience, from the beginning to the end of a transaction. The full-color touchscreen gives the City the ability to customize the user interface, ensuring simplicity and speed for their customers.

CWT S4+ Hardware Features

- Long life batteries on solar power
- 9.7" high-definition color touch display
- Secure, PCI Level 1 card processing
- EMV and NFC Credit Card Readers
- 4G wireless communications
- Anti-fishing of coins/Coin escrow
- Cash Acceptance
- Anti-card skimming
- Graphical Printer & E-Receipts
- Upgradeable design

CWT S4+ Software Features

- Complex rate structures
- Strong parking rights management
- Progressive pricing
- Forced rotation & Extend by Text option
- Special rates per plate
- Free time
- Remote software downloads
- Citation payments
- Validation code acceptance
- Advertising/Local News



CWT S4+ Meter Housing

The CWT MSM is designed to be visually pleasing and easy to use for customers while reducing the necessary space required for installation. The cabinet is made with 304 stainless steel. A graffiti-resistant powder coating is applied to the inside and outside of the cabinet. This protects against the elements, including human (vandalism) and environmental (weather). The powder coating makes it easier to remove unwanted paint, marker tags and adhesive materials.

Flowbird's standard pay station color on the CWT is black (RAL 9005). Additional RAL colors and custom wraps are available at additional cost.





Pay Station Maintenance & Training

In addition to working alongside Flowbird, your ACE team will have direct support from our SAS Access Systems management and personnel to assist with system design, selection, servicing, and troubleshooting. ACE has owned and operated SAS, a San Diego-based PARCS distributor, for over 30 years. Our management and maintenance personnel throughout the country regularly rely on the support of our SAS leadership to ensure they are receiving competitive pricing and quality service from their local PARCS providers in addition to guidance on implementing industry best practices for equipment preventative maintenance.



PARCS Equipment Maintenance Support & Training

ACE has extensive experience with revenue control systems. Our team, from frontline employees to supervisors and managers, is well trained to handle any problems that may arise. Our dedicated supervisors are always available to respond to any equipment problems and, in most cases, can quickly rectify the problem remotely.

Sample Maintenance Checklist

This is a sample of our equipment maintenance duties. We will meet with the City's stakeholders and customize our equipment maintenance plan to match the operation.

- Check all pay stations, reload as necessary
- Confirm all pay stations are online and connected
- Wipe down all pay station touchpoints, including touch screens
- Check for any trash and debris near the equipment and clean it up
- Test each pay station to ensure proper functionality
- Clean credit/debit card ports
- Check all signage, and wipe down as needed

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Custom Wrapped Flowbird Pay Stations

Each pay station can be custom wrapped to reflect the style and theme of the City of Orange. We will work with Flowbird and the City to make this happen.

Sample Wrap Designs

On the right, we have included two proposed ideas. Our Director of Marketing can mockup additional ideas that the City may want to see.

Customer Facing Screen Options

Understanding that the City of Orange would prefer to minimize the number of pay stations, our plan includes providing pay stations that will service both on and off-street parkers, so signage and information will be crucial to the success of our operations. We have worked with Flowbird to mock-up a sample for what the screen on the pay station may look like when a customer begins their transaction.

Below are examples of typical screen flows for this solution.

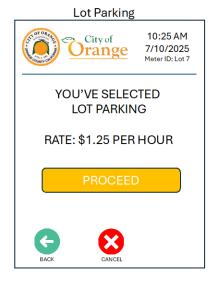


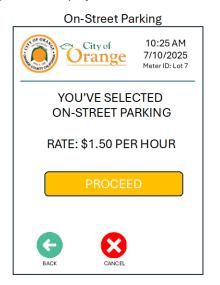


Home Screen: Patron to pick on-street of lot parking, since they have different rates



Second Screen: Once patron picks the parked location, the correct parking rate will display





Pasypark →Flowbird



Map of Pay Station Location Suggestions

We walked every parking lot and on-street space in the proposed paid parking district to get a strong feel for the City's layout and needs. With the input of the Dixon parking study and from our experiences working with other cities looking to implement new paid parking programs, we made the following map suggesting possible locations of pay stations and "optional" pay stations to enhance patron experience. These are merely our first estimated suggestions and can definitely revise our approach to more closely align what the City of Orange may prefer to see. Please note that the Red Squares represent the 20 proposed Pay Stations, while the Light Blue Squares represent a version with an increased Pay Station count.



Recommended # of Pay Stations	20
Optional # of Pay Stations	10
Approx. Spaces (on street and lots)	757
Approx. Spaces to Pay Station Ratio	37.9
Approx. Spaces to Pay Station Ratio With Optional	25.3

- Number of stalls a pay station is servicing

- Recommend pay station location

Optional pay station to provide additional coverage

>Flowbird

As you can see above, our approach is geared to focusing our pay station layouts to the major intersections that receive the most traffic. Strategically placing pay stations on each block-face will ensure that on-street parkers and surface lots parkers will not have too long of a walk to use a pay station if they so desire. We wanted to prioritize have 4 pay stations surrounding the very congested Plaza Park. With this being the highest paid parking rate and longest maximum stay time, we want to ensure all of this parking revenue is captured by whatever means necessary.





Introduction

Paid parking was first introduced in 2007 at the Presidio National Park in San Francisco, and ACE has been a partner of The Presidio Trust (federal agency established to steward the Presidio) ever since. Our operation with the Presidio Park began with metered parking management and monthly parking for the Non-Residential Parking Program.

Flowbird Pay Station Installation

In its initial phase, the Presidio Park parking program focused on infrastructure setup. ACE and Flowbird collaborated to deploy six Pay & Display Stations, designed to manage a capacity of 200 parking spaces. This installation marked the commencement of automated payment processing within the designated area.

Results & Accomplishments

After 15 years of operations, including upgrades and service expansions, the network grew to 3,500 parking spaces with 145 Flowbird pay stations. The parking infrastructure now features a Pay-by-Plate system. Additionally, modern payment methods, including Scan & App Payment options, have been introduced for user convenience. The management of parking enforcement has transitioned from Park Police to ACE Enforcement.

PRESIDIO TRUST

Address:

103 Montgomery Street San Francisco, CA 94129

Contact:

Amy Marshall
Transportation Program Manager
(415) 561-5393
amarshall@presidiotrust.gov



ACE Enforcement

H. WORK PLAN

4. MOBILE PAYMENT SOLUTION (MPS)



4. MOBILE PAYMENT SOLUTION (MPS)

Mobile/Virtual Payment Solutions

For this project, ACE sees a great deal of value for the City of Orange in utilizing our own in-house Mobile Payment Solution called SPACE. Our ACE development team created our SPACE Scan and Text to Pay solution to provide our clients with a virtually no cost program to capture mobile payments. We can revise our approach to another vendor if the City has another MPS in mind or would prefer we look for a different vendor, but our SPACE technology has seen great success in the market and we are beginning to implement it for municipal operations. We were recently awarded a contract in Midland, Texas to implement SPACE across the city's paid parking zones as the exclusive MPS for the City of Midland, and to provide accompanying enforcement. While we believe in SPACE for this project, we do work with all of the major MPS providers across our portfolio, including Pay by Phone, Park Mobile, Passport, Arrive, and Park Whiz to name a few.

ACE's Scan/Text-To-Pay Technology

SPACE enables us to capture all Pay-By-Cell revenue on our surface lots and on-street stalls, be it through text to pay or scan to pay via a static QR code. Our cloud-based system is fully capable of meeting all requirements per this RFP for revenue capture and integrating with potential proposed enforcement systems. We charge the City of Orange a nominal licensing fee to use our service and pass back a <u>very small</u> convenience fee to each customer. Our system can also facilitate validated permits for all permitted parkers.

We anticipate that the majority of transit parking customers will utilize convenient on-site signage to quickly process payments through our Scan-To-Register and Text-To-Register options. Prominent signage will promote our simple 3-Step scan and text payment options – We have included detailed steps on the following page. The City's residents and visitors will access the customized City of Orange payment portal by scanning a QR code or text messaging. The process brings visitors to our secure online portal where payments are made in a few simple steps to obtain a paper-free, digital permit based on the vehicle license plate. This convenient procedure involves no new equipment, maintenance, or hassles.

Helpful Features

- Fast, Reliable Payment System
- Safe and Secure Processing
- Tenant Validations
- Text Reminder Notifications
- Option to Extend Duration
- Flexible Paid Hours and Rates that can be adjusted in real time







H. WORK PLAN

4. MOBILE PAYMENT SOLUTION (MPS)



SPACE Scan & Text-To-Pay

Online permits make parking easy and convenient for visitors who simply scan the QR code or text code to quickly access the payment portal. Then, their license plate is assigned to a paper-free, digital permit.

Step-By-Step

PARK Visitors park in any available space

SCAN/TEXT Scan QR code/Text code posted throughout the facility Payments are made via credit card or digital wallet

Step 1: Scan QR Code or Text

Step 2: **Enter**

Step 3: **Enter** License Plate Payment Info

Step 4: Review & **Pay Confirm**











Sample Customized Scan & Text-To-Pay Signage





H. WORK PLAN

4. MOBILE PAYMENT SOLUTION (MPS)



Sample Scan & Text-To-Pay Signage Locations







Prepaid Parking Reservations

SPACE also powers our Pre-Paid Reservations platform, which allows parkers to find and reserve parking ahead of time. Proactive customers will find a convenient parking reservation link which can be placed directly on your website. Our comprehensive online reservation site and mobile payment platform will allow visitors to easily find, reserve parking, process payments, and manage their account within one convenient portal.



SPACE is a fast and convenient payment platform. Daily parking and multiday parking options are available depending on parking demand and individual/client preferences. All major credit cards are accepted, and transactions are securely processed the same day. Once a customer makes a purchase a barcoded permit is emailed to them.

- Easy Account Setup and Vehicle Registration
- Quick Parking Selection Process
- Detailed Map View Navigation
- Third Party Integration Options

The ACE Mobile App

The ACE mobile app makes parking easy and convenient. With just a few clicks, users can check availability (set in advance), reserve parking, and save their preferred facility as a favorite destination.

Available from the Apple App Store and the Google Play Store, the app is both simple to use and rich in features. The voice-activated search feature allows for hands free use when driving and customers can maintain a library of their vehicles to provide easy access to license plate credentialed facilities..







- iOS & Android Compatible
- Accepts All Major Credit Cards

- Hands-Free Voice-Activated Search
- Local Map Navigation



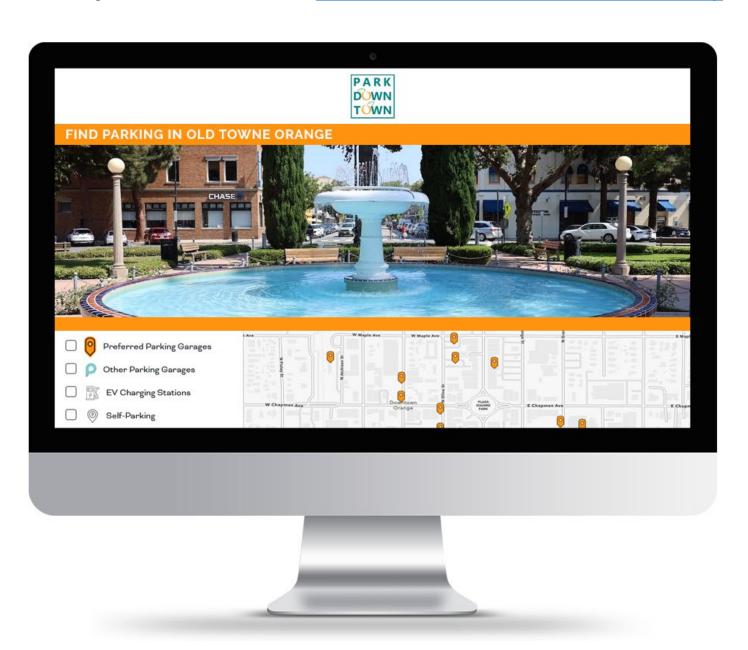
5. PARKING COMMUNICATIONS PLAN

Sample Web Page

ACE has vast experience in building customized web pages for many of our municipal partners. Most notably, we have designed and implemented the web pages for the Long Beach Convention Center and ParkPHX for the City of Phoenix. Please see the links below to these two web pages, as well as a sample of what we can design for the City of Orange:

City of Phoenix: https://parkphx.com/

Long Beach Convention Center: https://www.lbentertainmentcenter.com/visit/directions-parking/





In-House Graphics & Content Ideas for the City of Orange

ACE has the ability to provide in-house graphic design and content ideas for the City, including bilingual (English and Spanish) signage, web-info/public feedback, and community outreach. See below for sample content ideas.

Website Design





Bilingual Posters (in English & Spanish)





Old Towne Parking Made Easy! SOLUTIONS COMING SOON

> BENEFITS OF PAID PARKING & NEW CONTROLS:

- Increased Availability!
- ✓ Low Hourly Cost
- ✓ Easy Payment Options
- ✓ Real-Time Space Availability
- ✓ Pre-Payment Available
- ✓ All Payment Types Accepted





Estacionamiento fácil en

Old Towne **SOLUCIONES PRÓXIMAMENTE**

VENTAJAS DEL ESTACIONAMIENTO DE **PAGO Y NUEVOS CONTROLES:**

- Mayor disponibilidad!
- ✓ Bajo costo por hora
- ✓ Opciones de pago fáciles
- ✓ Disponibilidad de espacio en tiempo real
- ✓ Prepago disponible
- ✓ Se aceptan todos los tipos de pago



Community Outreach

As the enforcement service provider for many municipalities around the United States, ACE has developed a keen understanding for public relations and community outreach. Our focus on adopting an ambassador role towards the public means increasing transparency, providing informative communication, and hearing concerns so we may adapt operations to overcome challenges with the communities we serve. ACE maintains several practices to encourage this open dialogue, including:

- Program Information Flyers
- Town Hall Community Forums
- Community Webinar Meetings

- Customized Program Websites
- Program FAQs
- Posted Office Hours

Program Information Flyers

ACE utilizes custom program information flyers to alert residents and visitors to updates, changes, and exceptions to enforcement. Please see samples we've used below from our Encinitas and Roseburg operations that we will customize for the City of Orange.





Additional Community Outreach

In addition to flyer and online outreach to the community, one thing that separates ACE from the competition is our desire to be a part of your community. Our management team often attend City Council and Town Hall meetings, to ensure visibility and transparency is felt by all of your citizens and visitors.

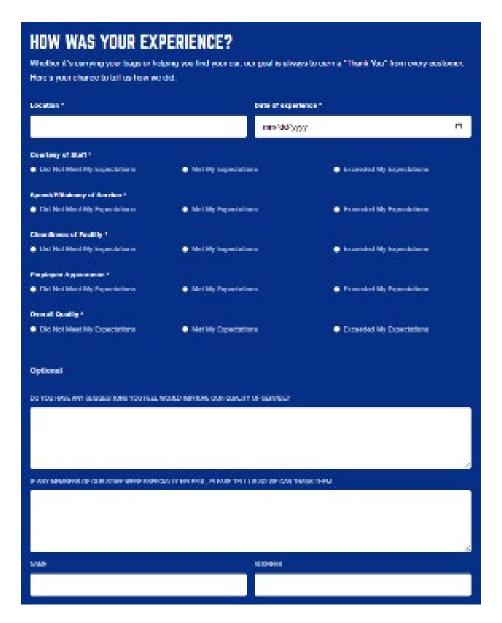


ACE Customer Service Feedback

ACE Parking is dedicated to accomplishing the City's goals when it comes to ensuring prompt and ongoing communication as well as providing detailed, informative reporting. ACE will maintain a log of all customer services related complaints and inquiries that are brought to the attention of our management personnel, which will include the date and time of the incident, the nature of the complaint, and the date and time of action or the reason for non-action.

Customer Comment Cards

The Customer Comment Card is one way that we measure the success of our Customer Service Program. It is directly tied to our Service Empowerment Pledge. We hand the customer comment cards out to customers to gain feedback on how well we are doing in terms of customer service. Customers can also provide their experience by going to Contact Us on our website aceparking.com. Further, our Customer Comment Cards help us to communicate and build stronger alliances in three areas: Client, Team and Customer Relations.



H. WORK PLAN 6. PERMIT MANAGEMENT SYSTEM



6. PERMIT MANAGEMENT SYSTEM

ACE's SPACE AR Permit Management System

With the SPACE AR Permit platform, parkers will be welcomed with engaging payment portals that incorporate your brand standards for a fully integrated City of Orange's experience. Our team will work with the City to tailor our proprietary SPACE Permit Portal platforms with the City's unique branding and messaging.

Permit System Powered by DEEP BLUE Online Reservations ScantText To-Pay Mobile App Morthly Accounts

SPACE AR Permit Portal

ACE will roll out the SPACE Permit Portal to allow all current and future permit holders to enable their Virtual Permit. We will enable permit-holder's license plates to serve as their "Virtual Permits." We can empower your residents and permit holders to sign up for permits directly through our SPACE system. We can enable the system to allow for your different rates to paid for permits, whether paid or free through SPACE.



- Online Portal
- Easy Account Setup and Vehicle Registration
- Quick Parking Selection Process

- Detailed Map View Navigation
- 3rd Party Integrations
- Secure Data and Payment Protection

Long-Term Use Management

The ACE management team and City representatives will enjoy a multitude of functions including the ability to monitor residential, individual and company monthly parking accounts, space availability or wait list tracking. The system is designed to simplify the management of your facilities, resulting in a more efficient operation. This, in turn, allows your system managers more time to focus on providing the best possible customer service and value to your facilities.

Digital Permitting

Digital Permitting will provide the City of Orange with the ability to simplify the permit issuance process for its employees and residents, expedite parking enforcement, and significantly reduce the administrative work needed to manage semester and daily permits. With an integrated solution that manages parking digitally through technology, Digital Permitting will eliminate the need for physical permits (both for semester permits and for daily visitor permits) and manual processes such as enforcement citation writing.

The license plates of customer vehicles are used as a unique identifier and the parking permit credential. Enforcement technologies will access a database of paid and authorized parkers which is stored in a cloud-based payment platform. These solutions facilitate parking enforcement by automatically capturing vehicle license plate numbers, comparing them against selected databases, then alerting enforcement officers of vehicles deemed to be in violation of the parking regulations.

H. WORK PLAN 6. PERMIT MANAGEMENT SYSTEM



Digital Permitting Creates Enforcement Efficiencies

The enforcement of Digital Permitting is made possible through the use of License Plate Recognition (LPR) technology which can easily be connected to existing City enforcement vehicles. With LPR technology, enforcement vehicles read license plate numbers as they drive through each of the parking lots, checking in real time if vehicles have a daily or semester permit. The system will notify the City enforcement patrol if a vehicle without a permit is found to be parked overtime or without the proper permit. The patroller is prompted to stop and issue a violation notice to each vehicle in non-compliance with the parking rules and regulations. In addition to issuing violation notices, the patroller will be required to exit the vehicle to complete manual license plate verification in the event that a



vehicle's plates have obstructions that make them unreadable to the LPR system. All data related to the violation notice is transmitted in real-time via a wireless connection. This means that customer service representatives staffing the entity providing dispute resolution will have immediate access to all violation notice details and will be able to immediately assist and resolve any customer inquiries.

Digital Permitting Benefits

- Online Permits Purchasing Required Limited Administrative Support
- Immediate Activation Permits are Active as Soon as They are Paid
- No Stickers or Printed Permits Needed Environmentally Friendly with No Printing Requirements
- Provides a Touchless Service Experience
- Permits Cannot be Stolen, Transferred, Re-Used, Duplicated, or Used Fraudulently
- Faster Enforcement in City of Orange Parking Lots and Streets with use of LPR Technology
- Improved Compliance with Parking Policies
- Automatic Photo-Image Citation Documentation Results in Reduced Appeals and More Revenue
- Custom Reporting and Heat Maps Support More Strategic Decision Making

SPACE AR Parker Management

All City permit holders will be able to manage their parking and process payments through a customized long-term use management portal that replaces paper applications. Individuals will be able to establish and revise their accounts while optional features would allow local businesses to utilize accounts to manage activity for their entire team of employees. City of Orange representatives will enjoy a multitude of functions including the ability to monitor individual and company monthly parking accounts, space availability, or wait list tracking.

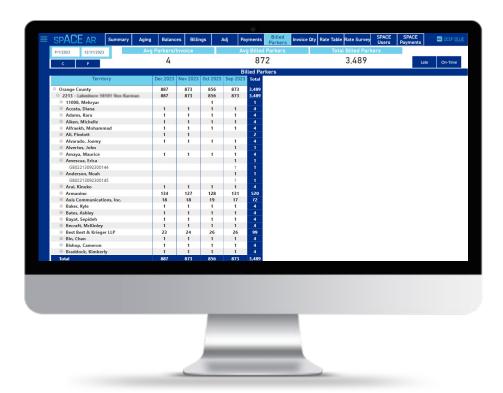
Customer accounts can offer your users the ability to pay invoices and view account history. In addition, they can save their credit card information to make future payments a breeze. The system is designed to simplify the management of your facilities, resulting in more efficient operation. This, in turn, allows your system managers more time to focus on providing the best possible customer service and value to your facilities.

H. WORK PLAN 6. PERMIT MANAGEMENT SYSTEM



Having a fulling integrated system allows for reports, including customer rosters, account aging, and many others, to be accessible with the click of a button.

SPACE AR





7. OPTIONAL ENFORCEMENT SERVICES

ACE Parking: An Ambassador Approach to Enforcement

Delivering enforcement services with friendly service-oriented Enforcement Ambassadors has been the hallmark of ACE's enforcement services for the past 60 years. Each ACE enforcement team member is trained to take on a Community Ambassador role with a firm but not too aggressive approach to enforcement and community support. The job of an Enforcement Ambassador can be challenging so we start with an extensive selection process focused on identifying candidates with a pleasant demeanor that have the "thick skin" needed to stay calm when confronted with challenging situations.



Proposed Mobile ALPR Equipment: Vigilant ALPR

ACE will partner with Vigilant Solutions to equip our vehicles for the City of Orange with a state-of-the-art mobile LPR system like the system we currently utilize to simplify time-limit enforcement. Following is a summary of the specifications for the Vigilant Solutions LPR equipment that will be installed in our vehicles for the City.

The Vigilant Solutions platform provides an almost instant return on investment for law enforcement, parking enforcement operations and parking inventory collection and is ready to "Plug n' Play" on almost any type of vehicle.







PARKING AND MOBILITY SOLUTIONS OVERVIEW





PAID/PERMIT VERIFICATION

Customize back-office and alert software to receive proactive alerts of vehicles in violation of parking rules on and off street.



SCOFFLAW ENFORCEMENT

Receive instant alerts in the back office or in an enforcement vehicle when a scofflaw or hot listed license plate is detected.



DIGITAL CHALKING

Make parking enforcement more productive with LPR cameras and back-office software which automatically knows when a vehicle has overstayed a time-limited zone.



DATA SHARING

Control your data retention, access, and user permissions with the option to share LPR data with local law enforcement to help keep the community safe.



Handheld LPR Equipment: Data Ticket

ACE will partner with Data Ticket to provide Handheld License Plate Recognition (LPR) software to identify and track visitors and long-term permit holder cars for parking enforcement. Their compatible program allows for an easy, low-cost method to implement an advanced parking system. With the City already contracting with Data Ticket for citation processing, it will provide a seamless integration to use their handhelds for citation issuance.





Data Ticket will be the vendor that enables us to issue our supplemental parking fee violation tickets to any vehicles that have not paid or registered properly for a permit.

- White-labeled enforcement platform
- Complete control over all aspects of citation management
- Powerful rules engine to design and manage regulations dynamically
- Easy customizations and integrations with pay by cell systems (Flowbird) and LPR processing systems

Enforcement Ambassador Communications Plan

Our Enforcement and Maintenance Ambassador will be equipped with a cell phone for ongoing 2-way communication with the City's personnel. We can also look into purchasing Radios for our personnel and sync to the City's radio frequency channel if required.



Enforcement Vehicles

For this project, ACE is proposing to purchase one (1) new 2025 Toyota Corolla Hybrid to fulfill the "optional" Enforcement scope of work.









Comprehensive Enforcement Training

After completing orientation, each team member receives InMotion! On-The-Job Training at their job location. For a minimum of five days, a certified trainer will walk the new employee through their daily roles and responsibilities. Each Enforcement Ambassador is made familiar with specific City priorities and policies, enforcement zones, nearby destinations (to assist the public), and taught the various policies and procedures of their job. In addition, special safety training, driver training and radio training are conducted for enforcement ambassadors.

Site Specific Certification and Orientation

ACE has a designated customer service specialist assigned for training in each specific region to integrate area and site-specific knowledge during orientation. The certification process prepares each member of the staff on how to safely operate all equipment that they will encounter at your location. ACE will also address specific property hazards that the staff will come across. We have found that this type of training properly prepares our staff for their role, as well as reducing the risk of injury or damage to property.

Personal Safety Training

Employees undergo a personal safety training which teaches employees the following safety habits:

- Never jump in front of a moving vehicle to stop it.
- Do not stand behind stopped vehicles.
- Be aware of one's surroundings at all times.
- Make yourself visible to other drivers.
- Never stand in the way of traffic.
- Always wear a reflective vest



Enforcement Ambassadors Must Demonstrate Job-Specific Knowledge

Before Enforcement Officers are allowed to work on their own, they must demonstrate to their instructor that they are comfortable and confident with the following tasks:

- Executing established methods, practices, and procedures associated with parking control and enforcement.
- Public contact protocol, ethnic and disability sensitivity training (in compliance with the American with Disabilities Act of 1990).
- Procedures and precautions related to safe operation of vehicles and familiarity with California driving laws, California Vehicle Code, Municipal Codes and ordinances related to parking enforcement.
- Knowledge of assigned patrol areas.
- Use of two-way radios and proper radio etiquette as well as proper cell phone usage.
- Observe and report any suspicious looking vehicles or activity.
- Ensure civil rights laws and procedures including giving testimony in courtroom and hearing procedures, job procedures and emergency protocols, job safety as required by OSHA/WISHA and general public safety.



- Report damaged or inoperative traffic control equipment and hazards such as broken sidewalks and pavement, etc.
- Maintain records and prepare legible reports including logging Daily Activity Reports.
- Place identifying marks on parked vehicles and subsequently check for these marks as a means of identifying vehicles that are parked beyond the legal time limit.
- Identifies illegally parked motor vehicles and attaches a warning notice, issues a citation or impounds the vehicle.
- Report any irregular or hazardous circumstances to the police station by radio.
- Explain parking regulations and provide information to the public; makes and keeps records and reports of actions taken in the line of duty.
- Build and maintain positive working relationships with coworkers, other City employees and the public using principles of good customer service.



8. PERFORMANCE STANDARDS & REPORTING

CUSTOMIZED OPERATION DASHBOARD

Technology is essential for creating a positive customer experience and ensuring accurate revenue collection. Leveraging our 75 years of parking asset expertise, the ACE team will provide cost-effective technology solutions to maximize revenue for the City of Orange parking operations while enhancing the customer experience.



Performance Enhancing Technology

As technology evolves and customer needs change, we adapt. Our technology has been built over the years to embrace the disruptor economies that impact our business. Today, we utilize a variety of sophisticated systems to deliver an effortless customer experience – instant frictionless and touchless service. Our custom designed systems further tighten up revenue controls, streamline monthly parking, produce detailed reporting and give clients their own portal to view data, in real time. We use data analytics to enhance overall operations, determine accurate projections, identify areas of concern, cultivate revenue opportunities and other operational objectives.

ACE DEEP BLUE Business Intelligence

ACE's DEEP BLUE goes beyond emerging access technology platforms to deliver a customizable parking and transportation technology suite designed to optimize performance through seamless customer engagement, operational, and financial tools. It's a scalable, intuitive and integrated platform to make optimum data-driven decisions and allows us to deliver on our maxim "Driven by Innovation. Powered by People."

- Monitors Training Performance
- In-Depth Analytics in Real Time
- Revenue Visibility & Tracking
- Dynamic Al Pricing & Budget Management
- Tracks Team Member Performance
- **Revenue Maximization Tools**
- Labor Efficiency Resources
- Aggregate Customer Feedback Analyses







BUSINESS INTELLIGENCE INTEGRATION:

Our platform incorporates our business intelligence tools to your specific location for advanced insights and better-informed business decisions, resulting in higher customer engagement and clearer revenue optimization.





With DEEP BLUE, a welcoming and engaging customer experience is assured through convenient online tenant and customer tools along with customizable operation dashboards that bring forward the service data points that matter most to each of our clients. These user-friendly tools go beyond other industry apps and online access technologies to add team member performance metrics and quality assurance tools which enable our managers and clients to continuously refine and elevate the customer experience.

All ACE operations benefit from fully integrated data-driven operation systems designed to optimize both service and financial performance. From proprietary SPACE access systems to online marketing tools, operation efficiency technologies, and staff management integrations, DEEP BLUE powered parking and transportation operations deliver more convenient and profitable results. Our DEEP BLUE subject matter experts work with managers and clients to expedite the implementation of customizable new technologies, revenue growth strategies, and customer convenience features to ensure optimal results for each unique operation.

In today's dynamic parking and transportation climate, DEEP BLUE provides live actionable data, access to new revenue strategies, and cost saving technologies to maximize returns and quickly pivot to take advantage of new revenue and cost saving opportunities. DEEP BLUE takes operational fiscal responsibility to the next level bringing together sophisticated equipment, online systems, and reliable revenue controls with a customizable client dashboard to highlight the performance metrics that matter most to each client.

Proprietary ACE Operational Systems



ACE's secure client portal provides clients with access to all-encompassing dashboards where you can monitor parking revenue, track vehicle occupancy, and review fully customizable, monthly financial reports.



ACE's online reservation system, SPACE, is a game-changer. Customers can pay now, make advanced reservation purchases and redeem permits on their mobile devices. SPACE also comes with handheld devices that act as a mobile point-of-sale system, scanning tickets out in the field.



DEEP BLUE is our proprietary business intelligence tool that helps our team act in real time and ensure we operate at peak performance. Hospitality metrics, such as minutes per car parked, revenue capture, and revenue discount rate, allow us to exceed our competitors in profitability.



The ACE App – With just a few clicks users can find the parking lots closest to them, check the lot availability, view pricing and book their stall.



Customized Parking Operation Dashboard

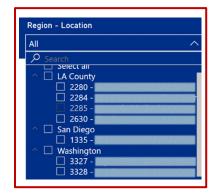
Your Parking Operation Dashboard transforms management's ability to monitor operational performance and make adjustments to your parking services based on real-time relevant information.

The dashboard is supported by our proprietary DEEP BLUE Technology Suite (developed in Microsoft BI) which utilizes live and recurring integrations with your unique parking systems and our financial system to optimize financial performance, operation efficiency and customer engagement.



Primary Dashboard Features

Your Parking Operation Dashboard is designed to be an intuitive tool to enable the City of Orange and ACE managers to quickly access key parking performance details. Data is populated through live application programming interfaces (APIs) and recurring data feeds with all operation equipment, support systems and our accounting system. Details for each reporting category can be sorted and displayed for one location, groups of locations, regional locations or for your entire portfolio and quick reference tabs at the top of each field make it easy to navigate through multiple categories.



Portfolio & Property View Options

Your dashboard is designed to provide each user with the option to view data and trends sorted by your full portfolio, regional portfolios, groups of properties or individual properties.



Quick Reference Tabs

The main page of your dashboard has quick reference tabs for the City and ACE team members to quickly access data for Accounts Receivable, Financial and EV Charging topics.



Financial Performance Features

Your Parking Operation Dashboard provides the City and ACE managers with easy access to key parking performance metrics to quickly identify opportunities to grow revenue, implement operational efficiencies, and improve the customer experience. Each report includes options to view individual property details, compare multiple facilities/regions, and review quarter-over-quarter, year-over-year results.

OCCUPANCY REPORTING

Comprehensive occupancy data is at your fingertips and Includes options to view individual property details or compare multiple facilities. Statistics can be filtered by day, week, month or year and can display details in a variety of graphic options.

Leverage Available Space to Grow Revenue

Benefits of Occupancy Data & Trend Reporting

Refine Marketing Strategies & Marketing Targets **Quickly Conduct Property Comparisons**

Drill Down Features

- Portfolio, Regional & Property Data
- Portfolio, Regional & Property Trends
- Average Occupancy
- Peak Occupancy

- Average by Day of Week
- Average by Time of Day
- Occupancy Heat Mapping
- Lot & Zone Occupancy

Sample Occupancy Report





TENANT ACCOUNTS RECEIVABLE REPORTING

Access to live tenant accounts receivable data ensures that our clients and ACE managers can take prompt action to address delinquencies. Your dashboard includes options for your management team to require individual balance collection comments from ACE team members based on individual property needs (e.g. comments may be required for items over 30, 60 or 90 days).

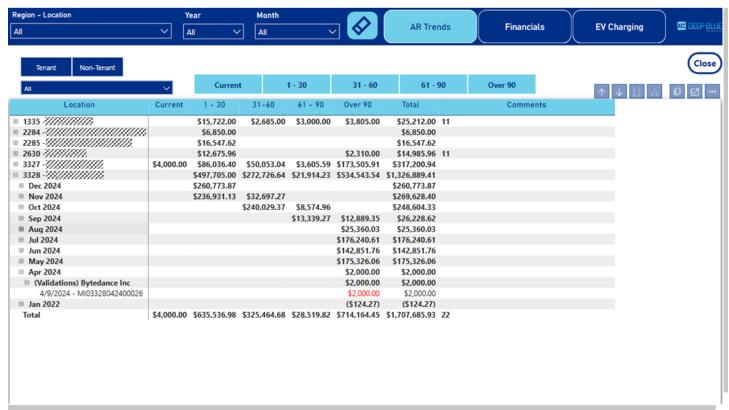
Benefits of Tenant Accounts Receivable Reporting

Timely Collections Increase Property Cash Flow
Early Information Leads to Proactive Engagement
Reduced Risk of Nonpayment Due to Bankruptcy

Drill Down Features

- Portfolio, Regional & Property Data
- Portfolio, Regional & Property Trends
- Multi-Site & Individual Site Views
- Top 5 Outstanding Tenant Balances
- 1-30 Days Late
- > 31-60 Days Late
- ▶ 61-90 Days Late
- Over 90 Days Late

Sample Tenant Accounts Receivable Report





REVENUE REPORTING

The revenue reporting features of your dashboard enable our clients and ACE managers to quickly identify and respond to changes in revenue trends at specific properties and across all regions. A wide variety of monthly parking data enables management to view details including the volume of monthly parkers per property and quickly identify summary of number of parkers by tenant. Transient data can be used to identify opportunities to increase revenue, including options for rate adjustment forecasting.

Benefits of Revenue Reporting

Quickly Identify Opportunities to Increase Revenue
Identify & Adjust Strategies at Under-Performing Properties
Low Tenant Parking Utilization = Oversell Opportunity

Drill Down Features

- Revenue by Day, Week and Month
- Transaction Volume Statistics
- Activity by Time of Day
- Transient & Monthly Daily Activity

- Month-Over-Month Comparison
- Pre-Sales vs Drive Up Revenue
- Average Rate & Rate Distribution
- Monthly Parking Utilization

Sample Revenue Report





MONTHLY P&L REPORTING

The monthly profit and loss reporting in your dashboard enables our clients and ACE managers to ensure revenue flow through is maximized across your portfolio. The details in your reports are designed to match your accounting line-item and budget categories. Individual property, regional and portfolio reports can be configured to require comments on all significant variances.

Benefits of Monthly P&L Reporting

Quickly Identify Portfolio Trends

Easily Facility Regional and Property Comparisons

Consistent with Kilroy Accounting Line-Item Categories

Drill Down Features

- Revenue Per Stall Comparisons
- Costs Per Stall Comparisons
- Labor Per Stall Comparisons
- Profit Per Stall Comparisons

- Line-Item Variance Comments
- Group Revenue & Expense Summary
- Individual Line-Item Detail
- Individual Line-Item Backup

Sample Dashboard P&L Report





Sample Monthly Report

In addition to the comprehensive P&L reporting via your City of Orange Customized Parking Operation Dashboard, ACE can also provide you with individual property Monthly Reports which include copies of all backup documentation. See below for a sample property Monthly Report.



Operating Statement ABC Garage

	July 2024										
	CU	RRENT MON	TH	1							
	ACTUAL	BUDGET	FAV(UNFAV)	ACTUAL	BUDGET	FAV(UNFAV)					
INCOME											
Transient Revenue	16,160.01	7,214.00	8,946.01	133,192.02	46,712.00	86,480.02					
Monthly Revenue - Tenant	112,260.63	112,053.00	207.63	785,330.09	784,371.00	959.09					
Monthly Revenue - Non Tenant	1,242.75	994.00	248.75	162,277.87	6,958.00	155,319.87					
Monthly Exempt Revenue - Tenant	9,855.00	8,079.00	1,776.00	69,655.98	56,553.00	13,102.98					
Validations	53,855.02	38,996.00	14,859.02	470,028.58	262,338.00	207,690.58					
Third Party Reservation Fees	0.00	0.00	0.00	(30.00)	0.00	(30.00					
Key Card	0.00	0.00	0.00	160.00	0.00	160.00					
Late Fee Revenue	0.00	0.00	0.00	(25.00)	0.00	(25.00					
Business Lic Tax (On Revenue)	(265.79)	(231.00)	(34.79)	(2,247.16)	(1,597.00)	(650.16					
Tax - Sales	(16,986.28)	(14,609.00)	(2,377.28)	(143,014.36)	(100,941.00)	(42,073.36					
B&O Retail Tax (On Revenue)	(784.36)	(680.00)	(104.36)	(6,631.50)	(4,698.00)	(1,933.50					
TOTAL REVENUE	\$175,336.98	\$151,816.00	\$23,520.98	\$1,468,696.52	\$1,049,696.00	\$419,000.52					
OPERATING EXPENSES											
Wages and Salaries	4,682.05	4,597.00	(85.05)	33,260.68	34,477.00	1,216.32					
Payroll Overhead	554.19	506.00	(48.19)	3,808.42	3,794.00	(14.42					
Clerical Fees	132.00	132.00	0.00	912.00	912.00	0.00					
Health and Welfare	841.00	841.00	0.00	7,569.00	5,887.00	(1,682.00					
Workers Compensation	86.42	120.00	33.58	577.64	899.00	321.36					
Recruiting, Testing & Training	0.00	0.00	0.00	0.00	0.00	0.00					
Payroll Processing Fees	17.85	17.00	(0.85)	135.27	119.00	(16.27					
Software License Fees	44.99	0.00	(44.99)	226.97	0.00	(226.97					
Supplies	321.78	110.00	(211.78)	354.52	770.00	415.48					
Uniforms	0.00	150.00	150.00	0.00	300.00	300.00					
Tickets and Decals	0.00	0.00	0.00	25.00	2,600.00	2,575.00					
Signs	0.00	221.00	221.00	944.94	442.00	(502.94					
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00					
Office Supplies	0.00	50.00	50.00	240.93	350.00	109.07					
Postage	0.00	5.00	5.00	0.00	35.00	35.00					
Computer Expense	0.00	0.00	0.00	0.00	6,606.00	6,606.00					
Sweeping	392.31	388.00	(4.31)	2,730.80	2,716.00	(14.80					
Equipment Repairs	0.00	600.00	600.00	7,100.16	5,100.00	(2,000.16					
Equipment Maintenance	479.22	0.00	(479.22)	479.22	0.00	(479.22					
Equipment Expense	0.00	0.00	0.00	0.00	0.00	0.00					
Paint and Decor	0.00	0.00	0.00	0.00	1,500.00	1,500.00					
Telephone	173.45	210.00	36.55	1,364.31	1,470.00	105.69					
Insurance - Liability	1,179.66	1,180.00	0.34	8,257.62	8,260.00	2.38					
Outside Services	0.00	1,155.00	1,155.00	0.00	8,085.00	8,085.00					
Business License	0.00	19.00	19.00	0.00	152.00	152.00					
B&O Service Tax	602.62	208.00	(394.62)	4,636.65	1,674.00	(2,962.65					
Bank Service Charge	53.36	55.00	1.64	340.65	385.00	44.35					
Credit Card Charge	1,052.67	1,344.00	291.33	12,397.59	9,619.00	(2,778.59					
PCI & Cybersecurity	20.00	150.00	130.00	181.75	1,050.00	868.25					
Base Management Fee	2,200.04	2,200.00	(0.04)	15,190.76	15,190.00	(0.76					
Reimbursed Expense	1,615.51	0.00	(1,615.51)	1,615.51	0.00	(1,615.51					
Promotion and Advertising	0.00	50.00	50.00	0.00	350.00	350.00					
TOTAL EXPENSES	\$14,449.12	\$14,308.00	(\$141.12)	\$102,350.39	\$112,742.00	\$10,391.61					
NET INCOME (LOSS)	\$160,887.86	\$137,508.00	\$23,379.86	\$1,366,346.13	\$936,954.00	\$429,392.13					

H. WORK PLAN 8. PERFORMANCE STANDARDS & REPORTING



Customized Client Dashboard Reporting

ACE has developed a live operational dashboard for our client's where we oversee multi-location portfolios that we operate. The Dashboard will transform management's ability to monitor operational performance and make adjustments to the parking and transportation services based upon real-time relevant information. Utilizing Google SmartSheets, the ACE Information Technology Team has designed a custom dashboard which will pull data through live application programming interfaces (APIs) with camera systems, location specific PARCS equipment, any future valet systems, and ACE accounting systems with the additional ability to pull Excel data for any offline system or operational reporting. By collaborating with the client's management team to identify key performance indicators and helpful data details, ACE will coordinate the consolidation of data from multiple sources throughout the client's portfolio to make all relevant information readily available with easy-to-read charts and graphs.

CLIENT'S DASHBOARD EXAMPLE

We have attached examples of our dashboard reporting from this portfolio dashboard we created for our client's operations. As you can see, this dashboard includes tabs to track System KPIs and Financials. Each of these tabs provide quick access to summary performance statistics as well as the ability to easily click through to see detailed backup for each topic and can be organized to compare sites or view the details for a specific site.

Full System Summary KPIs:

- Total Portfolio Revenue
- Revenue Activity by Location
- Average Portfolio & Location Rates
- Activity by Time of Day
- Daily Activity Per Location
- Individual Location Summary



H. WORK PLAN8. PERFORMANCE STANDARDS & REPORTING



Full System Summary KPIs:

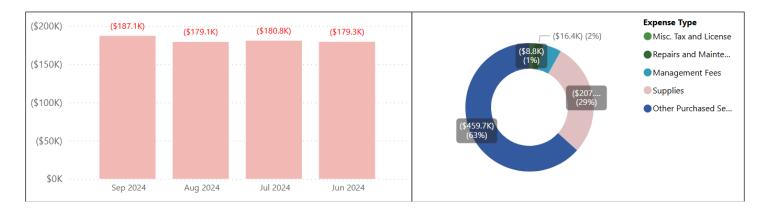
- Real-Time General Ledger of Financials
- Live Variance Reporting to Budget
- Updated to Show Daily Performance
- Per Location Line-Item Details



Expense Summary:

- Monthly Expense Detail
- Month over Month Comparison

- Demonstrates % Allocation of Expenses
- Customizable to Client's Needs



I. FEE



FEE

THE COST PROPOSAL

The ACE Cost Proposal has been included as a separate document from this main proposal per the instructions of this RFP.



J. RELATED EXPERIENCE & REFERENCES

MUNICIPAL REFERENCES

ACE is proud of our continued partnership with the following municipalities. These municipal references can speak to ACE's track record of parking program and management successes.

The Presidio Trust Parking Program

Address: Presidio Trust, 103 Montgomery Street, San Francisco, CA 94129

Contact: Amy Marshall, Transportation Program Manager

415-561-5393 amarshall@presidiotrust.gov



Description: ACE has been a partner of Presidio Trust since 2007. Our operation with The Presidio Park began with metered parking management and monthly parking for the Non-Residential parking program. Today ACE manages 3,300 stalls, which encompass 8 non-residential zones and 145 pay-and-display machines. ACE oversees the transient, monthly and daily permit parking along with the Special Event parking buyouts and the Presidio Tunnel Tops Reservation System. ACE began the enforcement of the parking on June 1, 2024, and assists the police by reporting issues with repeat parking offenders identified during parking audits. ACE has implemented a Mobile LPR enforcement and works with Flowbird and Passport for payments of parking in the park.

City of San Diego/Civic Communities Parking Program

Address: 8989 Rio San Diego Dr #100, San Diego, CA 92108 Contact: Jeff Zinner, Sr. Project Manager, Civic Communities

619-533-7122 zinner@civiccommunities.com



Description: Since 1998, ACE has managed all of the parking operations for Civic Communities San Diego, including the 6th & K Parkade, Park it on Market, North Park Garage and Cedar Gateway. ACE has implemented innovated programs to ensure public access to these key parking facilities for the residents of San Diego, including automate technologies, reservations-based parking and custom traffic management plans for event operations. ACE continues to assist the City of San Diego and Civic Communities to leverage these parking assets and frequently consults on all matters of parking operations including new parking technologies, potential new project builds and PCI DSS compliance.

City of Chula Vista Enforcement

Address: 276 Fourth Ave, Bldg A, Chula Vista, CA 91910

Contact: Jimmy Vasquez, Revenue Manager

619-585-5688 jvasquez@chulavistaca.gov



Description: Since 2010 ACE has managed the City's parking system of 500 single-space meters and 8 surface lots (240 total spaces on 8 lots) with IPS metered parking equipment and 8 CALE pay stations on the surface lots. Services provided include parking enforcement patrols, issuing citations, performing meter collections & parking law enforcement, providing customer service for parkers who need to resolve parking issues, and managing the general parking area maintenance.



City of Santa Clarita Citywide Enforcement

Address: 23920 Valencia Boulevard, Santa Clarita, CA 91355

Contact: Tracy Sullivan

661-255-4960 tsullivan@santa-clarita.com

Description: Starting in 2010, ACE have provided citywide enforcement services that cover 74 square miles, using 3 enforcement vehicles and 10 employees. In addition to providing time-limit enforcement our team also enforces all applicable codes throughout designated enforcement zones. The ACE team also provides traffic control, abandoned vehicle detail, and the reporting of related activities including unlawful activities, hazards, and parking issues. Our Santa Clarita Enforcement team is trained in customer service and conflict resolution to ensure they are fully prepared in the areas of parking control, public contact protocol, knowledge of their assigned patrol areas, and personal and vehicle safety. During the first year the Enforcement Team issued 24,286 citations and towed 947 vehicles.







Introduced **EV & Hybrid Vehicles** to citywide enforcement operation



22,000Average Annual Number of Violations Written



\$839,622

Average Annual Fine Income

Client Testimonial:

"I have known Ms. Vallejo for about 2 ½ years. During that time, my team and I have worked hand in hand with her regarding parking enforcement related matters in the city. She has always been extremely responsive, very professional, and great at her job. She is certainly someone I can count on without hesitation. She completes the tasks we've asked her thoroughly and with out question. She has been an asset to our team, and it is a pleasure to work alongside her."

Sergeant Guillermo Martinez
 Los Angeles Sheriff's Department
 Santa Clarita Valley Sheriff's Station

City of Encinitas Enforcement

Address: 505 S. Vulcan Avenue, Encinitas, CA 92024

Contact: Bryant Jemison, Code Enforcement Manager
760-633-2688 bjemison@encinitasca.gov

Encinitas

Description: Operated Since 2022

The local city government needed extra support to monitor this popular beach town. ACE took over operations from local law enforcement, overseeing parking in the business district for a maximum of 2 hours and issues parking fees ranging from \$24 to \$75. To issue citations, we use Park Loyalty, and for patrol purposes, we use Chevy Volt EV. We also use the Vigilant LPR system to digitally track the location of parked vehicles and determine if they have exceeded the 2-hour limit.



City of San Gabriel Citywide Enforcement

Address: 425 S Mission Drive, San Gabriel, CA 91776

Contact: Sergeant Dan Gosserand

626-308-2860 DG145@sgpd.com



Description:

Starting in July 2024, ACE manages the city-wide parking enforcement program for the City of San Gabriel. We oversee a team of 10 Enforcement Ambassadors who utilize Phoenix Group handhelds for citation issuance. Our program consists of enforcement using 2 Enforcement Vehicles, and includes enforcement of the California Vehicle code, as well as local City of San Gabriel municipal code.

Client Testimonial:

Since taking over management of our city-wide parking enforcement program, ACE has consistently delivered on everything they promised in their proposal. Their dedication to our city and its residents has been demonstrated by their Vice President of Enforcement and Vice President of Operations playing integral roles in transitioning the program from our former vendor, while continuing to keep an open line of communication with myself and our city staff to ensure the operation is performing up to our standards. Their on-site Project Manager, Eric Wrinkle, has been a pleasure to work with, and imparts a wealth of enforcement knowledge and customer service skills to his enforcement team. Having ACE Parking as our Parking Enforcement vendor has been a truly welcome addition to our community."

Sergeant Dan Gosserand
 City of San Gabriel Police Department

City of Torrance Street Sweeping Enforcement

Address: 3031 Torrance Boulevard, Torrance, CA 90503

Contact: Supervisor John Newman, Torrance Police Department

310-328-3456 JNEWMAN@TorranceCA.gov



Description:

Currently in our 1st Year of services for this contract. The initial term for this contract is 1 year, with the potential for two separate 1 year options.

ACE provides street sweeping enforcement services on behalf of the City of Torrance Police Department across 5 Unique Street Sweeping Routes Monday-Thursday. Our team consists of 5 Full-Time Street Sweeping Enforcement personnel who use 5 Enforcement Vehicles that are provided by ACE to issue Citations for failing to obey posted Street Sweeping Signage laws. Our team works very closely with the Torrance Police Department and the City of Torrance's Street Sweeping contractor to analyze and plan our Enforcement routes to be efficient and effective when we are in the field.



City of Phoenix Citywide Parking Management

Address: 200 W. Washington Street, Phoenix, AZ 85003

Contact: April Truncellito, Deputy Director, Phoenix Convention Center & Venues

Office (602) 495-7125 Cell (602) 402-2093 april.truncellito@phoenix.gov



Description: Since 1998, ACE has managed all of the parking operations for the City of Phoenix. The largest project we manage is the Phoenix Convention Center, which includes five multi-level garages and one surface lot. The total square footage for the convention center exceeds 2,000,000 square feet. Parkers include local business tenants, Phoenix Convention Center attendees, Chase Field attendees and tourists. ACE also manages the Public Works Garage, Adam's Street Garage and multiple surface lots throughout downtown Phoenix. The operation includes transient and monthly parking and securing police lots. ACE helped elevate customer service levels by automating the Adams Street garage to utilize proximity cards from the prior barcode reader system. Within just a few months of the upgrade, multiple parkers wrote to ACE thanking them for the more reliable system.

K. RESOURCES TO BE PROVIDED BY CITY



K. RESOURCES TO BE PROVIDED BY THE CITY

RESOURCES & CITY ASSISTANCE

At this time the major resources we anticipate needing from the City is potential assistance from Maintenance, Traffic Division and the Orange PD when we are installing our signage and the Flowbird Pay Stations.

L. APPENDICES



L. APPENDICES

APPENDIX A

Appendices shall include Cost Proposal Workbook (Appendix A) – As a separate file, and please find our "Attachment A": Certificate of Non-Collusion, as well as Addendum 1 and Addendum 2 on the following pages. **SECTION VII: ATTACHMENTS**

ATTACHMENT A:

CERTIFICATE OF NON-COLLUSION

[Note: This form must be completed and signed by an authorized representative of each bidder.]

	it known that John Baumgardner (name),
(re	ng first duly sworn, deposes and testifies that he/she is the CEO and Member lationship with bidding firm), of ACE Parking III, LLC (legal name of ding firm), making the foregoing bid:
1.	The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation.
2.	The bid is genuine and not collusive or sham. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid.
3.	The bidder has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or to refrain from bidding.
4.	The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder.
5.	All statements contained in the bid are true.
6.	The bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.
7.	Any person executing this declaration on behalf of a bidder that is a corporation, partnership, joint venture, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the bidder.
8.	I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on 6/4/2025 [date], at San Diego [city], CA [state].
	That all the above statements are true to the best of my knowledge.

Acknowledgment Form

Mark Raymond, authorized representative	e for company _	ACE Parking	_, hereby
acknowledge the receipt of <u>RFP 24-25.2</u> 5 <u>– Parking Ma</u>	ınagement Service	es - Addendum	No. 1
documents from your agency, City of Orange, dated	May 28, 2025.		
ACE Parking			
Company Name			
Mark Raymond Signature of Authorized Company Representative	5/28/202 Date	5	
914-573-1985			
Phone number			
mraymond@aceparking.com Email address			

We appreciate your cooperation and promptness regarding the documentation procedure.

Acknowledgment Form

Mark Raymond, authorized representa	tive for company	ACE Parking	, hereby
acknowledge the receipt of <u>RFP 24-25.25 – Parking</u>	Management Servi	ces - Addendum I	No. 2
documents from your agency, City of Orange, date	ed <i>June 4, 2025</i> .		
ACE Parking			
Company Name			
Wark Raymond Signature of Authorized Company Representative	6/4/202	25	
Signature of Authorized Company Representative	Date		
914-573-1985			
Phone number			
mraymond@aceparking.com			
Email address			

We appreciate your cooperation and promptness regarding the documentation procedure.

Proposer Name: ACE Parking

General Instructions for this Workbook

This workbook shall be included with the proposal documents. Workbook must be completed and submited as an EXCEL file. Please submit this document with this name:

RFP #nnnnn - Cost Proposal - Proposed Prime Contractor Name

The Proposer is responsible for all content in this workbook. However, that company may delegate completion of specific components to proposed subcontractors.

Proposers shall complete only cells with *yellow highlight* for each component for which they are bidding. For example, <u>cell B1 in this sheet</u> has yellow highlight, where the Proposer shall enter its name. Any cells for prices with yellow highlight that are blank will be assumed to mean the price is \$0 unless an explanation is provided.

All prices shall be in U.S. dollars.

Proposers shall include sales tax at 9.5% or shall indicate if an item is taxable, where requested.

The City expects proposers to present a pricing model that provides a good estimate of the monthly operational costs and one-time costs for each component. Further, the City expects that the proposed costs in this pricing worksheet will be fundamentally the same as any contract resulting from this RFP unless the City and the Contractor agree to changes to the Scope of Work.

Parking Management Costs tab

Provide a breakdown of pricing for each requested component over a five-year period

Optional Services tab

The "Optional Services" tab shall be used by the Proposer to describe any optional services or enhanced services and features that are available to the City currently or in the near future. This section is not to be used to itemize any costs or fees for services required in the Scope of Work in the RFP. All Proposer costs and fees required to meet the Scope of Work MUST be provided in the associated categories.

	Wark Raymond		
Authorized Signature:			
Printed Name:	Mark Raymond	Date:	6/6/2025

City of Orange Parking Management Costs

Proposer Name	ACE Parking						
All Facilities							
	ONE-TIME PURCHASE COST	ESTIMATED MONTHLY COST	ESTIMATED YEAR 1 TOTAL	ESTIMATED YEAR 2 TOTAL	ESTIMATED YEAR 3 TOTAL	ESTIMATED YEAR 4 TOTAL	ESTIMATED YEAR 5 TOTAL
1 Management Fee	N/A	\$ 1,750	\$ 21,000	\$ 22,800	\$ 24,600	\$ 26,400	\$ 28,200
2 Labor Costs: (use the lines below to identify labor by role)							
Parking Manager (Includes Fully Burdened Amounts- Payroll Processing, Payroll Tax and Workers Comp)	N/A	1979.94	23759.24	24947.2041	26194.5643	27504.2925	28879.507
Full Time Parking Ambassador (Includes Fully Burdened Amounts- H&W, Payroll Processing, Payroll Tax and Workers Comp)	N/A	5522.00	66264.02	69577.2168	73056.0776	76708.8815	80544.325
Part Time Parking Ambassador (Includes Fully Burdened Amounts- Payroll Processing, Payroll Tax and Workers Comp)	N/A	1813.60	21763.21	22851.3667	23993.9351	25193.6318	26453.3134
	N/A						
	N/A						
3 Parking Management Costs**							
Pay-Station Machines: (One-Time Purchase Cost Includes 20 Main Pay Stations and 1 "Spare" Pay Station With Custom Wrappings and Spare Parts and 9.5% Sales Tax. "Annual Costs" Assumes Ongoing Annual Software Fees and Part Smart Exchange Per Year)		\$ 1,760	\$ 21,120	\$ 21,120	\$ 21,120	\$ 21,120	\$ 21,120
Pay-Station Machine Installation (Includes Installation, Carriage and Programming for 20 Pay Stations)	\$ 8,700						
Bilingual Signage (One-Time Assumes Start-Up Signage for Scan and Text to Pay and improved on-street wayfinding signage. Assumes Signage Updates in Year 3 and Year 5)	\$ 17,500				\$ 3,500		\$ 3,500
Customer Service Fees (Assumes 24/7 Support)		\$ 250	\$ 3,000				\$ 3,00
Mobile Payment (Licensing Fee for SPACE Charged to City of Orange) Mobile Payment Convenience Fees (\$0.25 Per Transaction Convenience Fees, Based on Parking Revenue Estimates Provided in the Dixon Study. Fees Paid by Customer, NOT the City of Orange. Assumes 25% of Paid Transactions are through SPACE)		\$ 200 \$ 1,927	\$ 2,400 \$ 23,120				\$ 3,20 \$ 23,12
Permit Setup (Annual Licensing Fee for Using our SPACE AR System as Permit Management Portal)		\$ 750	\$ 9,000	\$ 9,450	\$ 9,900	\$ 10,350	\$ 10,800
Permit Processing Fees (N/A)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Merchant of Record Fees (Bank Fees for ACE to Bank Revenue, No Fee if Routes to City of Orange Bank)		\$ 50	\$ 600	\$ 650	\$ 700	\$ 750	\$ 80
Credit Card Fees (Revenue Based on the Annual Parking Revenues Provided in the Dixon Parking Study. Assumes 90% of Customers Pay by Credit Card. CC Fees based on Dixon Parking Study Assumption of Rate of 4% of Parking Sales)		\$ 4,162	\$ 49,940	\$ 49,940	\$ 49,940	\$ 49,940	\$ 49,94
Liability Insurance (Base Liability Insurance Based on Stall Count-\$1.10 Per Stall)		\$ 814	\$ 9,768	\$ 10,256	\$ 10,769	\$ 11,308	\$ 11,87
Totals	\$ 233,058	\$ 20,978	\$ 251,735	\$ 260,312	\$ 272,694	\$ 278,395	\$ 291,430

Proposer Name: ACE Parking

Labor Costs

POSITION/JOB TITLE	FULLY BURDENED HOURLY UNIT RATE	ESTIMATED # OF HOURS MONTHLY (PER STAFF MEMBER)	ESTIMATED MONTHLY COST	ESTIMATED YEAR 1 TOTAL	ESTIMATED 5 YEAR TOTAL	COMMENTS
Per Staff Member			0	0	0	
Parking Manager	45.69	43.33	1979.94	23759.24	118796.21	"Fully Burdened" Hourly Rate Includes: Base Pay Rate, Vacation Accrual, Payroll Tax, Workers Comp, Payroll Processing Cost and Health and Welfare Benefits for FTE. Assumes 10 hours per week allocated to City of Orange.
Parking Ambassador (provide customer support)	31.86	173.33	5522.00	66264.02	331320.08	"Fully Burdened" Hourly Rate Includes: Base Pay Rate, Vacation Accrual, Payroll Tax, Workers Comp, Payroll Processing Cost and Health and Welfare Benefits for FTE. Assumes 8 hours per day Monday-Friday.
Parking Ambassador (provide customer support))	26.16	69.33	1813.60	21763.21	108816.03	"Fully Burdened" Hourly Rate Includes: Base Pay Rate, Vacation Accrual, Payroll Tax, Workers Comp, and Payroll Processing Cost. Estimated Hours Assumes 8 Hours on Saturday and 8 hours on Sunday.

Proposed Prime Contractor Name: ACE Parking

OPTIONAL SERVICES

Please use the below section to highlight any optional, enhanced, or value-add services available to the City for Parking Management Support and Optional Services. All pricing required to meet the RFP requirements must be identified in the appropriate tabs/sections throughout this pricing workbook.

OTHER PARKING MANAGEMENT SUPPORT AND OPTIONAL SERVICES			
DESCRIPTION OF OPTIONAL OR ENHANCED SERVICE	QUANTITY/UNIT OF MEASURE (ex. monthly, annual, per user, per transaction etc.)	UNIT PRICE	CURRENTLY AVAILABLE OR DATE OF AVAILABILITY
Enforcement Labor (If Designated Employee is Desired. Can Also be the "Parking Ambassador" position. Assumes Enforcement provided 9am-6pm 7 Days Per Week.) Includes a FTE Monday-Friday Enforcement Employee and a Part Time Weekend Employee.	Annual	\$ 88,027.22	N/A
Enforcement Vehicle (With Lightbar and Graphics- Financed for 5 Years. Amount shown is the Annual Total)	1/Annual Financing	\$ 8,675.00	Lead Time 3-4 Weeks
Enforcement Handheld (Data Ticket)	2.00	\$ 400.00	Lead Time 4-5 Weeks
Enforcement Printer	2/Upfront	\$ 13,000.00	Lead Time 3-4 Weeks
Enforcement Uniform	2/Upfront	\$ 900.00	Lead Time 2-3 Weeks
Vigilant ALPR System (Financed for 5 Years. Amount Shown is Annual Total, Includes Software Integrations)	1/Annual Financing	\$ 15,800.00	Lead Time 6-8 Weeks
Enforcement Supplies	Monthly	\$ 250.00	ASAP
Car Washes	Monthly	\$ 150.00	N/A
Fuel	Monthly	\$ 150.00	N/A
Vehicle Insurance	Monthly	\$ 1,235.00	ASAP
Ticket Stock (Estimate for 10,000 Tickets)	Annual	\$ 1,800.00	Lead Time 3-5 Weeks
Enforcement Management Fee (Monthly Fee)	Monthly	\$ 2,000.00	N/A

Proposed Prime Contractor Name: ACE Parking

Exhibit B

Compensation for ACE Parking III, LLC for Paid Parking Implementation, Enforcement, and Management Services

RFP 24-25.25

Initial Three-Year Agreement Period

Period	Base		Coi	ntingency	Total	
Year 1 (July 1, 2025 through June 30, 2026)	\$	651,116	\$	162,779	\$	813,895
Year 2 (July 1, 2026 through June 30, 2027)	\$	398,034	\$	99,509	\$	497,543
Year 3 (July 1, 2027 through June 30, 2028)	\$	410,416	\$	102,604	\$	513,020
Total Three-Year Compensation				Up To	\$	1,824,457

Optional Two-Year Extension

Period	Base		Cor	ntingency	Total	
Year 4 (July 1, 2028 through June 30, 2029)	\$	416,117	\$	104,029	\$	520,146
Year 5 (July 1, 2029 through June 30, 2030)	\$	429,152	\$	107,288	\$	536,440
Total Two-Year Extension Compensation				Up To	\$	1,056,587