



City Commission Workshop Meeting Agenda

Tuesday, August 11, 2026 at 5:30 PM

City Commission Chambers – 105 S. 2ND Street, Flagler Beach, FL 32136

All meeting items will be continued until meeting is complete.

1. **Call the meeting to order**
2. **Pledge of Allegiance followed by a moment of silence to honor our Veterans, members of the Armed Forces and First Responders**
3. **General Business**
 - a. One Parking - 30 minute presentation — 15 minute Q & A
 - b. Peninsula Parking - 30 minute presentation — 15 minute Q & A
 - c. LAZ Parking - 30 minute presentation — 15 minute Q & A
 - d. Passport Labs Inc. - 30 minute presentation — 15 minute Q & A

4. **Adjournment**

RECORD REQUIRED TO APPEAL: In accordance with Florida Statute 286.0105 if you should decide to appeal any decision the Commission makes about any matter at this meeting, you will need a record of the proceedings. You are responsible for providing this record. You may hire a court reporter to make a verbatim transcript. The City is not responsible for any mechanical failure of the recording equipment. In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk at (386) 517-2000 ext 233 at least 72 hours prior to the meeting. The City Commission reserves the right to request that all written material be on file with the City Clerk when the agenda item is submitted.



Staff Report

City Commission Workshop Meeting

August 11, 2026

To: City Commission
From: Dale Martin, City Manager
Meeting Date: August 11, 2026
Item Name: One Parking - 30 minute presentation — 15 minute Q & A

Background:

Fiscal Impact:

Staff Recommendation:

Attachments:

1. Flagler Beach RFQ 26-0106 Parking Ops Enforcement-One Parking_1Jul26



RESPONSE TO REQUEST FOR QUALIFICATIONS

CITY OF FLAGLER BEACH

RFQ 26-0106 PARKING OPERATIONS & ENFORCEMENT SERVICES

JULY 2, 2026, 4PM

Submitted to:



CITY OF FLAGLER BEACH

City Clerk
Flagler Beach City Hall
105 South 2nd Street
Flagler Beach, FL 32136

Submitted by:

ONE PARKING

ONE PARKING, INC.

477 S Rosemary Ave, Suite 325
West Palm Beach, FL 33401
www.oneparking.com

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A. COVER LETTER

July 2, 2026

CITY OF FLAGLER BEACH
City Clerk
Flagler Beach City Hall
105 South 2nd Street
Flagler Beach, FL 32136

RE: RFQ 26-0106 PARKING OPERATIONS & ENFORCEMENT SERVICES

One Parking is pleased to present the City of Flagler Beach ("City") with the enclosed proposal to provide comprehensive parking management services, ensuring professional oversight, enforcement, and modern technology for efficient operations and customer satisfaction.

Our team will support the City's objectives by ensuring the parking program operates efficiently, generates sustainable revenue, enhances the user experience, and contributes to long-term economic value for residents and visitors. We will integrate advanced technologies with proven management practices to deliver efficient operations, strong revenue-control systems, effective space-management strategies, and meaningful community engagement. This approach will consistently elevate operational performance and strengthen the long-term success of the City of Flagler Beach's parking program.

The implementation of a paid parking program in a city that does not currently charge for parking will bring about a very high level of drama and citizen pushback. The emotion brought by the introduction of the program will be surprising in its intensity. As discussed in our proposal, you will see that I filed for and received three patents for processes in the parking industry. After seeking those patents for 10 years, once they were awarded, my patent attorney quickly said, *"Now Mark, you realize that your patents are only as good as your willingness to defend them."* I'll never forget that advice. Today, I use a derivative of that advice when speaking to municipalities that are considering a paid parking program and offer the following:

"Your parking program will only be as successful as your willingness to defend it."

The front-end lift is heavy and requires a great deal of community engagement, informational meetings / publications and plenty of warning the program is about to go live. The citizens will most likely wish to quash the program, so that willingness to defend it will be critical. But we've done this plenty over the last few years and can leverage that experience to your benefit at Flagler Beach. Ultimately, these programs have delivered clear financial benefits to the cities we've partnered with, making the investment of time and effort well worthwhile.

Why One Parking for the City of Flagler Beach?

- 24/7 support from our “**local/Florida**” Executive Team and Key Personnel. We don't need to catch a plane to come see you. We're here. Now. Your neighbors. We have operations just north of you in Fernandina Beach and south of you as the operator of 102 lots and on-beach parking for Volusia County / Daytona Beach.
- One Parking Executives have a combined 60+ years of municipal experience, having operated for multiple municipal agencies nationwide, particularly in beach and coastal communities.
- Large footprint in Florida, managing 25+ locations in Florida (6 of which are Volusia County, City of Fernandina Beach, City of Pompano Beach, the City of Delray Beach, Lauderdale-By-The-Sea, and City of Riviera Beach). We have hundreds of employees spanning multiple counties and our corporate headquarters is in West Palm Beach.
- Comprehensive understanding of Flagler Beach and the City's mission to present a successful program for the residents and visitors. We are sensitive to the sentiment of the residents and have created other enforcement programs where the bulk of the revenue is derived by visitors/tourists.
- Technology leaders and experts in integrating and deploying effective technologies.
- Proactive encouragement of mobility solutions to reduce vehicular traffic while increasing tourism in the area.
- Transparent reporting using our third-party CPA and a singular point of contact for all accounting matters, providing a higher level of trust and confidence in reporting.
- Nationally Certified Women-Owned Business Enterprise (WBE) to help meet diversity goals.

Thank you for the opportunity to participate in the RFQ process. We have a thorough understanding of the scope of services and the City's objectives, and we are fully prepared to assume management of the parking program.

Sincerely,



Mark Pratt
President & COO

cc: Kirsten Dolan, Owner & CEO

Authorized Representatives:

Kirsten Dolan, Owner & CEO
477 S Rosemary Ave, Suite 325
West Palm Beach, FL 33401
O 561-833-7222 C 917-664-3430
Kirsten@oneparking.com

Mark Pratt, President & COO
477 S Rosemary Ave, Suite 325
West Palm Beach, FL 33401
O 561-833-7222 C 317-716-6016
MPratt@oneparking.com

Florida Business License:

One Parking is licensed to do business in the State of Florida (Document No. F09000000734).

B. EXPERIENCE & QUALIFICATIONS

COMPANY BACKGROUND

Founded in 2004, One Parking is a highly qualified parking management and mobility solutions firm headquartered in West Palm Beach, Florida. Our capabilities span every major asset class, including municipal, federal, commercial, residential, mixed-use, retail, hotel, and healthcare. With over 260 locations nationwide, we differentiate ourselves from other parking management firms by focusing on a select number of properties, enabling us to deliver an elevated level of service and attention. This approach affords our customers and clients a degree of responsiveness that is unparalleled within the industry.

Current Markets

California, Chicago, Florida,
Maryland, New Jersey, New York,
Virginia, Washington, DC, Wisconsin

Comprehensive Services

Self-Park & Valet; Enforcement; Technology
Solutions; Remote Monitoring; Facility
Maintenance; Shuttle Operations; Asset
Management; Consulting

One Parking is a 100% woman-owned and controlled business, proudly certified as both a Women's Business Enterprise (WBE) and a Women-Owned Small Business (WOSB) by the Women's Business Enterprise Council (WBENC). Our diversity certifications create valuable opportunities and help municipal agencies achieve their diversity goals.



Extensive Municipal Experience

One Parking's collective team brings extensive municipal and government experience, having managed parking programs for numerous public agencies nationwide. Currently, we manage municipal operations for the **City of Fernandina Beach, Volusia County, the City of Pompano Beach, the City of Delray Beach, Lauderdale-By-The-Sea, and the City of Riviera Beach.**



- City of Pompano Beach
- City of Delray Beach
- Lauderdale-By-The-Sea
- Volusia County
- City of Fernandina Beach
- City of Riviera Beach
- U.S. Federal Government GSA Division
- State of Wisconsin
- International Monetary Fund (IMF)
- City of West Palm Beach DDA
- City of Fort Myers
- City of Tallahassee
- City of Phoenix Development Authority
- City of Santa Monica California
- CRA Los Angeles
- City of Carson California
- City of Lafayette
- City of Indianapolis
- City of Lexington
- City of Louisville
- City Colorado Springs
- City of Des Moines
- City of Blackhawk, CO
- City of Nashville
- City of Chattanooga
- City of Ann Arbor
- City of Charleston
- City of Knoxville
- City of Tempe Arizona
- Hoover Dam
- NYC Parks Department

Comprehensive Services & Implementation of Parking Technology Solutions

In recent years, One Parking has experienced significant growth. The addition of Volusia County (including Daytona Beach and surrounding municipalities) expanded our portfolio by 102 locations. Of these, 52 are off-beach parking lots, with the remainder being access to one of the few beaches in the country that welcomes drivers onto the beach.



We have successfully integrated multiple municipal parking programs into our operations, drawing on decades of experience to ensure seamless transitions, efficient program launches, and the effective deployment of new parking technologies.



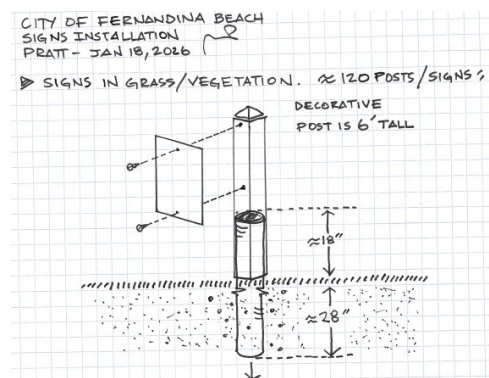
FERNANDINA BEACH
FLORIDA

In February 2026, One Parking was selected by the City of Fernandina Beach to launch its paid parking program across the downtown area, as well as designated surface lots. **The system is fully digital, using license plates as virtual permits.** Residents may obtain up to two free annual permits per household, with additional vehicles available for a fee. Non-residents may purchase permits, and all permit holders receive 4 free hours of on-street parking and 8 free hours in surface lots each day.

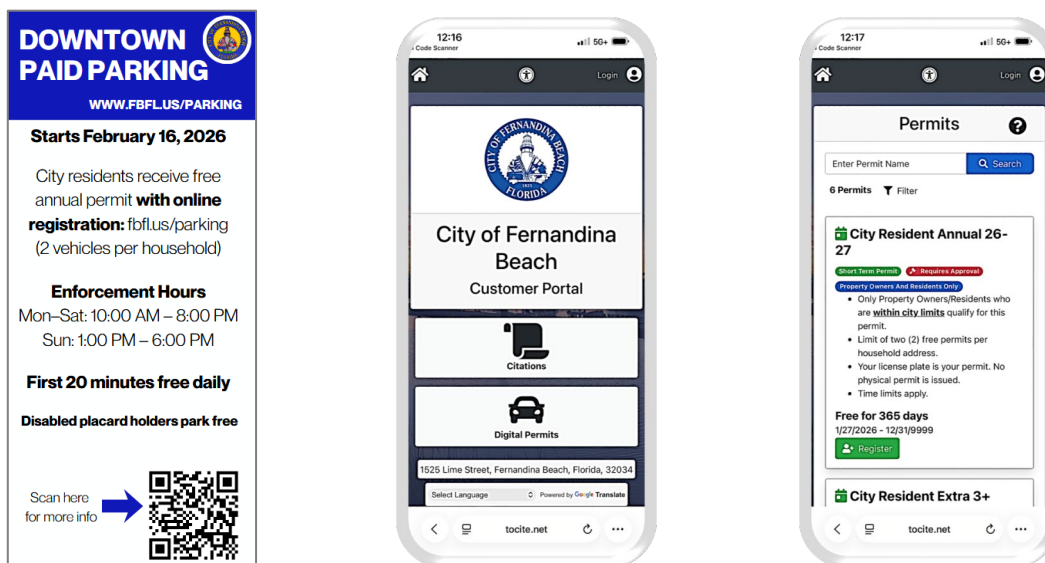
During the initial two-week rollout, we reinforced the City's messaging *"Paid Parking Is Coming to Fernandina Beach"* and established a support center that assisted approximately 150 people per day with the digital permit onboarding process. While the website is user-friendly, many older residents did require additional guidance. Our staff provided hands-on support to ensure a smooth transition as we prepared to begin enforcement on March 1.

While some team members assisted customers at the support center, others installed more than 200 *"Pay Here for Parking"* signs throughout the enforcement zone. Our staff handled the full installation process, setting posts and securing signs in both concrete and landscaped areas, and completed all work well ahead of the March 1 launch.

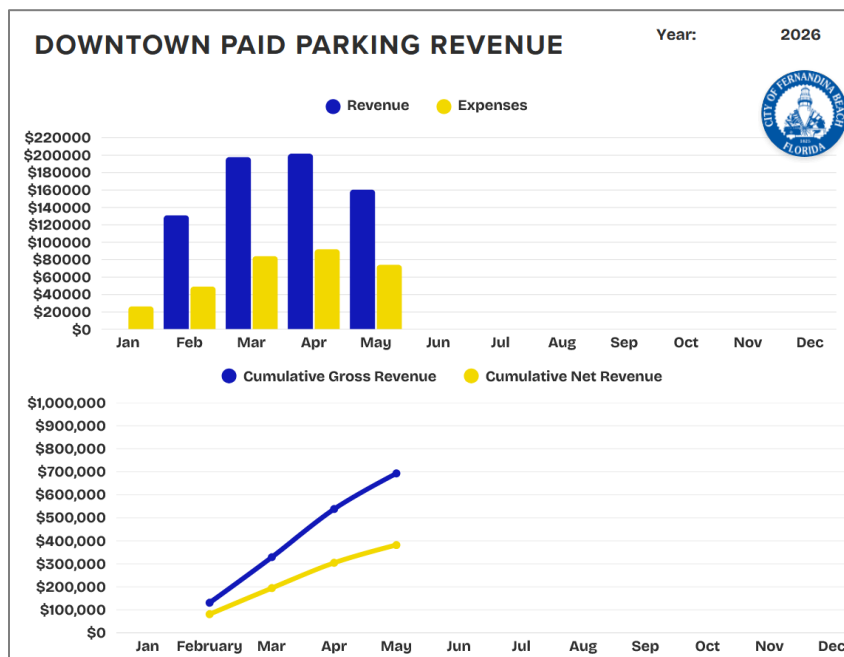
Below is an example of the signage as well as the initial concept to communicate the idea to our team.



After completing sign installation and continuing to onboard digital permit users, we prepared our operations office and installed all required technology to manage the program effectively. We then hired permanent staff and ensured each team member received the state-mandated certification for on-street enforcement and citation issuance.



Since operations began in mid-February, we have recorded over 118,000 payments generated through the newly installed signage, totaling more than \$600,000 in revenue. Additionally, we onboarded 9,800 digital permits, generating another \$204,000 in revenue. Only 786 citations have been issued (1 per 150 customers) but their value is nearly \$45,000. Fernandina Beach is just one example of what we can accomplish in very short order.



Source: Mary Hamburg • City of Fernandina Beach <https://www.fbfl.us/873/Parking>

C. REFERENCES / MUNICIPAL PROJECTS



City of Pompano Beach, FL

Since 2021, One Parking has provided comprehensive parking management services and enforcement for the City of Pompano Beach. The contract consists of hundreds of on-street parking spaces along with 10 separate surface lots and the 640-specific Pier Parking Garage. One Parking provides parking enforcement, self-park management, and contracted valet services for the City, supporting parking needs for businesses, residents, visitors, and event attendees.

One Parking was awarded the contract by demonstrating the strongest overall value to the City, along with the technological innovation and operational expertise needed to support the City's goals for transparency and maximizing return on investment.

Date of Service: 2021-Current



Jeff Lantz - Parking Manager
3460 NE 3rd Street, Pompano Beach, FL 33062
(954) 786-5580 | Jeff.Lantz@copbfl.com



City of Delray Beach, FL

Delray Beach is a first-class beach resort destination with a diverse, vibrant community located in southern Palm Beach County. Delray is a popular destination for locals and visitors, filled with art galleries, upscale shops, and fine restaurants, and is also known for its festivals and special events.

For the City of Delray Beach, One Parking provides comprehensive parking management services. This includes the provision of integrated parking management software that is accessible via smart-phone technology, parking revenue collection, enforcement, citation management, complaint resolution, coordination on parking matters with downtown businesses, meter maintenance, management of garage facilities, management of valet services, and providing data analysis and recommendations to the City regarding enhancements related to parking and mobility in the downtown area such as managing parking for events and residential parking. The parking program includes 2,300 parking spaces total, comprised of 12 surface lots, 759 on-street spaces, and 3 parking garages.

Date of Service: 2023-Current



Michael Karali - Deputy Director, Public Works
100 NW 1st Avenue, Delray Beach, FL 33444
(561) 243-4601 | KaraliM@mydelraybeach.com



Volusia County, FL

Volusia County sought an operator who could bring practical operating knowledge and discipline to the parking operations that stretch up and down the 40-mile Volusia County coast, encompassing 102 surface lots and beach access stations. The project required bringing different technology to bear while powering all with solar power alone (equipment, LPR cameras, observation cameras, and parking gates are 100% solar power). The contract is for the monetization of 68 off-beach parking lots by charging for parking for the first time in addition to 34 on-beach entry points. Daytona Beach is one of the few locations in America where visitors are allowed to, and encouraged, to drive onto the beach to enjoy true ocean-front parking. Parking supports beachgoers, tourists, and major events, including Jeep Week which draws more than 200,000 attendees each year, and the Daytona 500 race which attracts over 175,000 spectators.

One Parking, along with our partner, operating under the name "Park Volusia LLC," installed all technology and signage to initiate collections. At 30+ on-beach locations, we have LPR cameras, payment kiosks, and exit gates (all solar powered). We also manage the resident digital permits, using their license plate as their parking credential. At last count, we registered 200,000+ residents for digital permits allowing entry.

Date of Service: 2024-Current



Jessica N. Fentress, P.E. - Coastal Director
515 S. Atlantic Ave, Daytona Beach, FL 32118
(386) 248-8072 | jfentress@volusia.org



City of Fernandina Beach, FL

In February 2026, the City of Fernandina Beach launched a paid parking program operated by One Parking. The program covers the downtown area—bounded by Ash and Alachua Streets and Front to 8th Streets—as well as designated surface lots. The system is fully digital, using license plates as virtual permits. Residents may obtain up to two free annual permits per household, providing 24/7 parking within the paid zone; additional vehicles require a fee. Non-residents can purchase permits, and all permit holders receive 4 free hours of on-street parking and 8 free hours in surface lots each day. Although the program is new, early data shows that 89% of payments have come from non-residents. More than 10,000 permits have been registered since launch.

Date of Service: 2026-Current



Jeremiah Glisson - Deputy City Manager
204 Ash Street, Fernandina Beach, FL 32034
(904) 310-3314 | jglisson@fbfl.org

Accolades & Testimonials



City of Pompano Beach Innovative Organization of The Year Award

Since assuming management of the City of Pompano Beach's self-park, enforcement, and valet operations in April 2021, One Parking has implemented a series of strategic enhancements that have strengthened revenue performance, modernized technology, and elevated service delivery throughout the City's parking program. In recognition of these achievements, the City of Pompano Beach received the NPA's Innovative Organization of the Year Award during the 2022 NPA Convention & Expo in Austin, Texas. As the City's parking partner, One Parking's President & COO, Mark Pratt, proudly represented the City and accepted the award on the City's behalf.

The National Parking Association (NPA) Innovation Awards are among the parking industry's most prestigious honors, recognizing organizations and professionals who demonstrate exceptional leadership, operational excellence, and the use of advanced technology to improve safety, sustainability, and financial performance. The awards highlight companies and individuals who set the standard for innovation and best practices across the industry.



City of Pompano Beach Fourth of July Event Testimonial

As a testament to One Parking's success in providing parking management and enforcement services for large events, the following is a testimonial we received from the City of Pompano Beach praising One Parking for exceptional service, positive attitude, and hard work supporting the City's Fourth of July event, which had a record attendance of 12,000 people in two days.

I would like to thank your team for their **exceptional service, attitude, and hard work** this past weekend. We hit record attendance numbers of over **12,000 people in two days** attending the event. You can imagine how many cars this brings in.

The execution of staff on both days to maximize the amount of space available was stellar! I would love to book them again already for next year.
Thank you again.



Kate Belcher, CPRP
Recreation Manager
kate.belcher@copbfl.com
954.786.4575
pompanobeachfl.gov

D. PROJECT APPROACH

METHODOLOGY TO FULLFILL THE SCOPE OF SERVICES

One Parking's vision for the City of Flagler Beach parking program is to work collaboratively with the City to utilize technologies, relying on our experience with various technology providers in other municipalities. Our operations and enforcement plan demonstrates our holistic approach to providing parking management services and solutions that focus on the future of parking in Flagler Beach. Our operations plan is flexible and provides alternatives to enhance the overall parking program.

Beyond normal operating challenges, One Parking knows first-hand that there are multiple items that require an intimate understanding of the specifics of this City to work symbiotically with the numerous stakeholders. Furthermore, understanding the future of mobility, current traffic, wayfinding, technology, and ease of use, are components that contribute to the success of a parking operation. One Parking can help with all these areas and are confident that we are the right partner to help the Flagler Beach elevate their parking program.

OPERATIONS & ENFORCEMENT PLAN

With the City of Fernandina Beach, we approached the project with a "walk before you run" plan in order to minimize the up-front cost, since there was significant uncertainty about the long-term support of the parking program. This entails our enforcement officers literally walking the 14-block, 750-space enforcement zone. This could easily be accomplished in one hour due to the consecutive blocks allowing for maximum efficiency. That is not the case with Flagler Beach. It is .88 miles from South 9th Street to North 9th Street. When we consider the need to drive all four major north/south arteries, which include Flagler, Daytona, Central Avenues plus North Ocean Blvd., we see the need to cover over 3.5 miles of roadway parking spaces and surface lots. When we consider driving east/west on all 16 streets, we add another 3.2 miles for a total of 6.7 miles per enforcement loop. This is too much to walk in a timely, efficient manner. For this reason, we are suggesting the use of an enforcement vehicle that is equipped with dual LPR (license plate recognition) cameras as well as an enforcement computer and citation printer located in the truck.

The concept is simple: the citizens of Flagler Beach will have the opportunity to visit our digital permit portal and register for a free digital permit (if you wish them to be free). The software allows up to 5 digital permits per household. The City would decide how many each household would be entitled to. At Fernandina Beach, for example, each household is entitled to 2 permits. If additional permits are required, the citizens can purchase those for \$24 each per year. This program has been quite successful and is appreciated by the residents.

Individuals who do not have a residential permit will need to pay the daily rates for their parking. We will have signs strategically placed throughout the City (typically 1 sign for every 3 spaces) directing the public to pay for their parking. When the customer pays, they do so through an app, which requires that they enter their license plate. When the enforcement vehicle drives by their vehicle, the LPR cameras will scan the license plate of the vehicle, then query the tech cloud, asking the question: “has plate XYZ-123 made a payment for their parking OR are they a legitimate permit holder?” If they are a permit holder, the query is closed. If they are not a permit holder and have not paid, the enforcement officer will receive an alert indicating a violator. The system will print a citation which will be placed on the windshield of the vehicle. Although relatively simple in concept, there is a mountain of detail to work through before the parking program would go live (rates, hours of operation, grace period, validations, free days, etc.)

Violators can access our citation payment portal to either pay the citation or exercise their right to dispute it. One Parking will manage all aspects of the program, including residential permits, parking payments processed through our portal, and the full citation lifecycle—from issuance on the vehicle to final payment or dispute resolution.

Although not as cost-effective as walking the route with a handheld enforcement device, the length of the route necessitates the use of an enforcement vehicle, such as a mid-sized SUV or pickup truck.

In the situation of an unregistered parker failing to pay for their parking, we suggest the following scenario: during the first 30 days of enforcement, we provide a friendly reminder to the vehicle owner. Our enforcement ambassador would carry a booklet of these reminders. When they encounter a violator, they would slip the reminder under the wiper blade of the vehicle. That reminder would read as follows:

Flagler Beach Parking Enforcement would like to remind you that parking is no longer free in the enforcement zone, which is bounded by North 9th Street, South 9th Street, A1A and Flagler Avenue. Free parking can be found outside this zone. The enforcement zone also includes the five surface lots owned by the city.

We appreciate your visit, and ask that on your next trip, to please remember to pay for your parking or you may receive a parking citation.

Thank you and enjoy Flagler Beach!

This friendly reminder should include the date when paid parking is strictly enforced. One Parking suggests a time frame of 30 days to allow the citizens time to understand and acclimate to the program and register for their digital permit. This plan means the sacrifice of parking revenue, but the public sentiment will be well worth that momentary sacrifice.

In the future, once the parking program has gained traction and acceptance, we could utilize stationary license plate detection technology on the five (5) surface lots. This would negate the need to drive the lots by the enforcement officer, allowing for more time to patrol the on-street

spaces outside those surface lots. One Parking and our tech partner could install license plate readers at the entry and exit of those lots, which constantly screen for the license plates of vehicles using those lots. Once the plate image is captured, we will have the same query situation as described above. The cost of this technology, both hardware and software, are most often borne by the City. In rare cases, our tech partner and One Parking have fronted the CAPX.



Driving Enforcement

If the City opts for this form of enforcement, the following is an example of enforcement operations:

- Enforcement Officer will patrol using our License Plate Reader technology (LPR) enforcement system with cameras mounted atop an enforcement vehicle. Our Enforcement Officer will also use a handheld device for times when plates may be obscured and need to be checked manually. For safety reasons, we may patrol the beachfront spaces along North Ocean Shore Blvd. using the handheld device for safety



reasons, choosing to keep the enforcement vehicle well off the road so no collision is possible.

- Patrol and enforce on-street spaces and parking lots, inclusive of issuance of parking citations for all parking violations throughout the City, in accordance with City ordinances while providing sufficient personnel to issue parking violation citations at a level of enforcement specified by the City.
- Enforcement Officer will patrol the lots 10am to 8pm, (or on a different schedule at the discretion of the City) seven days a week. If a patron does not pay, a citation will be generated by the Enforcement Officer and placed on the vehicle's windshield. Our enforcement tech also allows for mailing citations to the vehicle's owner. We recommend a \$50 citation fee, plus other fees, however, we can discuss further with the City to determine an agreed-upon fee.
- Enforcement Officers shall be appropriately trained on procedures and enforcement routes and will possess all required certifications (state mandated) and/or licenses for issuing non-moving violations.
- Enforcement Officers will be provided with identifiable badges and uniforms as approved by the City.
- Enforcement Officers shall assist customers with inquiries and complaints related to the parking operations in a professional and courteous manner.
- Enforcement Officers shall attend enforcement court proceedings for disputed citations and follow through with hearing officers' decisions, as necessary.
- Utilize Back Office Support System (BOSS) Software (or similar) to re-program meters as necessary (if multi-space meters are chosen).
- Enforcement Officers shall be trained to replace batteries, receipt paper, and perform standard maintenance on all Parking Meters and Pay Stations as needed (if multi-space meters are chosen).
- Safeguard the parking equipment systems (pay stations) during times of harsh weather conditions (Tropical Storms, Hurricanes, etc.) per the City's emergency operating procedures.
- Enforcement Officers will help perform scheduled Parking Meter and Pay Station collection procedures on a weekly basis (minimum) or as needed based on usage.
- Citations will be input into the system within 48 hours of issuance.
- All Citations issued by Enforcement Officers will include location and type of citation, time of citation and accompanying photographic evidence.
- Review the overall Parking operations on a monthly basis and present any recommendations for improvements or scheduled enforcement hours to the City.
- Office will issue late notices for overdue payments of citations in accordance with Florida Statutes.

Parking Charge Notification (PCN) Experience

Patrons who fail to pay for parking will receive a Parking Charge Notification (PCN). If a parker pulls into the beach-front parking on North Ocean Blvd., for example, and does not follow the directions on the signs, the LPR system will recognize the lack of payment when the enforcement officer makes his rounds. For example, if a parker enters the lot, but fails to register using the QR code signage, the owner of the vehicle will return to find a citation on their vehicle. If the City decides to be lenient, we can set program parameters to sound an alert and issue a ticket the SECOND time the vehicle is recognized as a non-paying parker. Or the THIRD time in a single day, etc. Those type of decisions are the purview of the City. One Parking will follow your directives on this and other matters. Note: this is NOT an official citation, rather, it is a parking charge notice. However, if the City allows us to give formal citations with the City's logo, citation payments made will increase significantly. The use of a City logo gives "teeth" to the program and definitely helps with citation compliance. Likewise, the threat of a registration hold acts as a strong incentive to make payment as well.

The PCN will show the patron did not follow the directions of the lot / on-street parking and failed to make payment. The PCN will show a charge of \$50, escalating to \$75 if timely payment is not made. If the parker pays within 14 days of receipt of the PCN, the charge will be as follows:

Parking Charge	\$50.00
Tech Fee	<u>\$ 8.00</u>
TOTAL DUE	\$58.00

If the parker hesitates to pay before the 14-day period, the fee will escalate to \$75 plus an \$8.00 tech / convenience fee. If the parker continues to ignore the fee, collection efforts will commence. If another 30 days elapses, the parking violator will receive a second notice notifying them of an increase to \$95 for the unpaid PCN. (These rates are an example of what may be charged. The City has the final approval on citation rates.)

A sample PCN issued to a parker is shown on the following page.

PCN (SAMPLE)

PROFESSIONAL PARKING MANAGEMENT
1314 EAST LAS OLAS BLVD SUITE 405
FORT LAUDERDALE, FL 33301

10513 1 AB 0504
*****ALTO*****ALL FOR AADC 334
MARK D PRATT
1350 VILDA WAY # 1350
WELLINGTON, FL 33414-0065



**PROFESSIONAL
Parking Management**

PARKING CHARGE: \$85.00
REDUCED CHARGE: \$45.00
STATE SALES TAX: \$3.15
TOTAL AMOUNT DUE: \$48.15

NOTICE TYPE: NON PAYMENT
NOTICE NUMBER: 586-640-409
NOTICE DATE: 03/31/2023
PLATE: 720UAY
STATE: FL
ENTRY TIME: 03/27/2023 1:50PM
EXIT TIME: 03/27/2023 3:52PM

PARKING CHARGE NOTICE - DO NOT IGNORE

This vehicle parked at 101 E CAMINO REAL STE 103, BOCA RATON, FL 33432 has an outstanding balance. In accordance with the terms and conditions of the Parking Contract clearly displayed at the parking facility, the sum of \$85.00 plus any applicable state sales tax and/or parking surcharge is due. **If payment is made within 15 days of the Notice date, Professional Parking Management Corp. will reduce the amount you owe from \$85.00 to \$45.00 plus any applicable state sales tax and/or parking surcharge.** If payment is not received within 15 days, you will be responsible for the full Parking Charge in the amount of \$85.00 plus any applicable state sales tax and/or parking surcharge.

FAILURE TO PAY THIS PARKING CHARGE NOTICE MAY RESULT IN THIS MATTER BEING REFERRED TO COLLECTIONS.

To make your payment, please visit our secure website www.ParkingInvoice.com. You may also pay through our automated payment line (844) 999-7275, or by mailing a check to Professional Parking Management Corp. 1314 East Las Olas Blvd, Suite 405, Fort Lauderdale, FL 33301. You will be charged a \$4.99 convenience fee for all online and telephone payments.

ENTRY

EXIT





Important: This notice is an attempt to collect a debt, and any information obtained will be used for that purpose. You have the right to dispute the debt. Disputes can be made online at www.ParkingInvoice.com. If you have already sent payment, please disregard this notice.

METHODS OF PAYMENT

Online: visit www.ParkingPayments.com where payment can be made using major debit/credit cards.

By phone: call our 24-hour automated payment line (844) 999-7275 where payment can be made using major debit/credit cards.

By mail: make your check or money order payable to Professional Parking Management Corp., complete the payment slip at the bottom of this letter and return it with your payment. Do not send cash by mail. A receipt will not be issued unless requested in writing.

DISPUTES PROCEDURE

While we take great care to ensure that our information is accurate, we understand that errors can occur and will investigate claims promptly. If you believe this Parking Charge Notice has been issued incorrectly, or should have been addressed to someone else, you can file a dispute at www.ParkingPayments.com. This will ensure your Parking Charge Notice is put on hold and you will receive an acknowledgement that a dispute has been made. Making a dispute online enables us to deal with your dispute more quickly.

FAILURE TO PAY THIS PARKING CHARGE NOTICE MAY RESULT IN THIS MATTER BEING REFERRED TO COLLECTIONS AND POSSIBLE FURTHER LEGAL ACTION. THIS INVOICE IS PRIVATELY ISSUED, IS NOT ISSUED BY A GOVERNMENTAL AUTHORITY, AND IS NOT SUBJECT TO CIVIL OR CRIMINAL PENALTIES. UNPAID PARKING CHARGE NOTICES MAY RESULT IN THE VEHICLE BEING BOOTED OR TOWED AT THE OWNER'S EXPENSE.

PAYMENT SLIP

RETURN THIS PAYMENT SLIP WITH YOUR CHECK OR MONEY ORDER PAYABLE TO PROFESSIONAL PARKING MANAGEMENT CORP. AND INCLUDE THE NOTICE NUMBER TO ENSURE NO FURTHER ACTION IS TAKEN.

A RECEIPT WILL NOT BE ISSUED UNLESS REQUESTED IN WRITING.

NOTICE NUMBER: 0123456789
LICENSE PLATE: SAMPLE
LOCATION: 123 ANYWHERE ST, MIAMI GARD, FL 33145
TO: Professional Parking Management Corp.
1314 East Las Olas Blvd, Suite 405
Fort Lauderdale, FL 33301
(for mailing purposes only)

One Parking will provide the labor, equipment, and software necessary to enforce the parking regulations for the subject properties via our License Plate Recognition (LPR) system. We will issue Parking Charge Notices (PCNs), process disputes, and collect payments for the PCNs. We will also send alerts when multiple violations exist for one vehicle, so that agreed-upon secondary enforcement actions, such as vehicle booting, towing or applying the Barnacle device can be done at One Parking's discretion.

A sample of the actual citation used in our Fernandina Beach operation is shown on the following page. The City has endorsed the use of the City logo and is moving toward registration holds for unpaid citations. The same can be done at Flagler Beach.



Parking Department
1525 Line St.
Fernandina Beach, FL 32034

PARKING VIOLATION

Visit site for parking rules
<https://www.fbfl.us/Parking>

You have committed the parking
violation(s) listed below.

TICKET # FB000649
ISSUED: 03/13/26 12:19 Fri
LIC #: 
LIC STATE: NEW JERSEY
LOCATION: FB LOT MARINA B
VEH MAKE: FORD
VEH TYPE: 2 DOOR AUTO
VEH COL: YELLOW
VIOLATION: Sec. 78-106 (b)
(1)-Failure to Pay the
Paid Parking Fee

FINE:\$50

NOTES: TRET 3
FIRST CHALKED BY:#1445
CHALK 1: 03/13/2026 11:25:28 AM
CHALK 2: 03/13/2026 12:19:56 PM
VALVE LOC: 1
Cost increases on 03/29/26:\$72.00
Cost increases on 04/13/26:\$92.00



High resolution color image on file



Signature
(#1445)

Payment Instructions

Pay Online
www.tocite.net/cityoffernandinabeach/Portal

OR SCAN QR to Pay



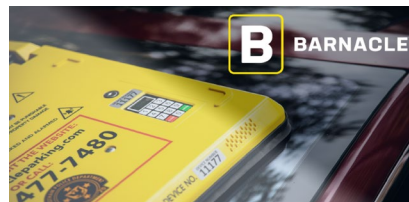
OR Pay by Phone
(904) 966-4181

Disputes can be submitted online
via the payment link above.
Must be submitted within 30 days of
the citation issuance date.

For help or to report an issue,
call: (904) 744-4914.
Proof of payment rests with
the violator.

Vehicle Immobilization

In the event a vehicle must be immobilized, One Parking recommends the Barnacle device. If the Enforcement Officer finds a vehicle that has been parked for an extensive period of time and has not paid for parking, or if the parker is a persistent offender / scofflaw, the Enforcement Officer will ready the Barnacle for application.



Once the Barnacle is attached to the vehicle windshield, the Enforcement Officer will leave an additional parking violation/failure to pay notice for the patron. The Barnacle will have a 1-800 number on the device for the patron to call and make payment. Once the patron calls the number, the patron will be asked for a credit card to pay the fine. This fine is to be determined by the City ordinance. After payment has been collected, the patron will be instructed to remove the Barnacle from the windshield by entering the 5-digit RELEASE CODE. Once the Barnacle is removed, the patron will be directed to drop the Barnacle off at a designated location. We can place the barnacle receptacles on the lot(s) or at the centralized Parking Management and Enforcement Office. This device is used to great effect in the City of Pompano Beach and in hundreds of operations across the U.S.

In our opinion, the Barnacle has performed well as an immobilization device. In addition, this method of immobilization reduces the chances of aggressive confrontations by 90%. It is important that all understand...offenders become agitated and aggressive when any form of immobilization is used. The placement of the device takes just a minute, then the officer is away, out of harm's way. The requirement the offender call Barnacle, instead of coming to the parking office or worse, directly confronting the enforcement officer, allows us to keep staff safe.

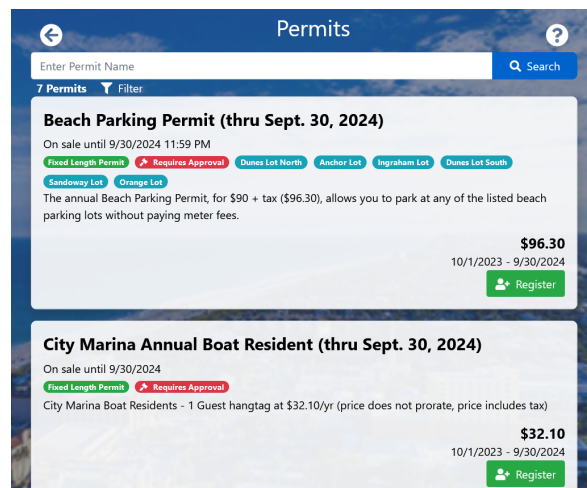
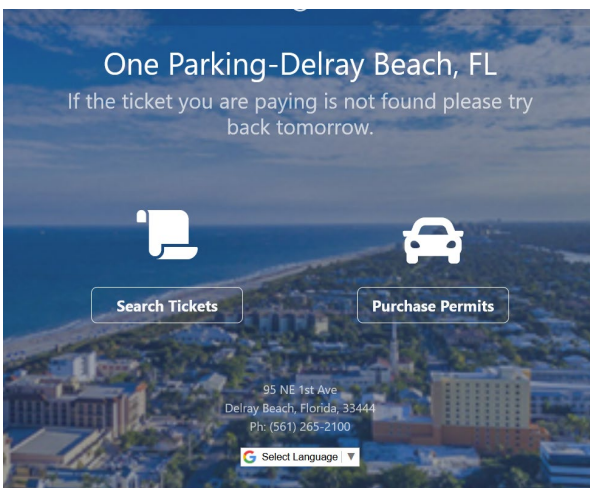


Permit & Citation Management

One Parking will provide permit and citation management for the City by utilizing our tech platform that coincides with the enforcement and citation management system. For example, we utilize this tech platform to provide permit and citation management for the City of Delray Beach where we provide comprehensive parking management and on- and off-street enforcement. This permit and enforcement system is flexible and can adapt to the City's future parking needs. It seamlessly integrates with third-party services to deliver a scalable, holistic, enterprise-wide platform. Additionally, it gives us the ability to manage permits and enforcement in unrivaled depth while accommodating future growth, including LPR cameras, PARCS, pay stations, and other parking, mobility, and transportation solutions.

Our permit and citation management system can be easily accessed by visiting the online portal, where the patron can obtain/purchase a permit, pay, or contest a citation.

Below is a snapshot of our online permit and citation management portal for the City of Delray Beach. Our system also allows for in-office permit/citation payment services.



Resolution of Customer Issues / Complaints

If a parking customer takes issue with a PCN / citation they've received, they can call the 24/7 customer support line. Once a call is received, the PCN will be investigated, which includes pulling the images of the vehicle and their parking transaction from the database. Plate images, time of day, GPS coordinates / location and payment made will be analyzed. A summary report is generated and sent to One Parking representatives for consideration and a decision is made to continue to pursue payment or forgive the PCN. The parking customer is notified of the decision.

We will work closely with the City to determine what grievance may be filed beyond this point and can adjust our protocol to meet the expectations of City staff.

PRICING ANALYSIS & PROPOSED RATES

As the current parking services and enforcement provider for multiple cities within Florida, we have a true understanding of the market rates, specifically in beach/coastal communities and mixed environments (residents/visitors/tourists). Thus, we perform area rate surveys and analysis on an ongoing basis (weekly/monthly/quarterly/annually) so that we are well informed on any changes in the market, and if rates need to be adjusted to maximize revenue.

Shown as an example, for the City of Fernandina Beach, we performed an area rate survey of the surrounding municipalities that charge for parking. Given our rate survey analysis, we proposed a rate of \$3.00 per hour with no maximum. This rate was within the market and comparable with the other municipalities. We will propose the same exercise for Flagler Beach, collaborating to ensure we are meeting the City's profitability goals.

City of Fernandina Beach	Pompano Beach	Delray Beach	Lake Worth	West Palm Beach	Volusia County
Proposed \$3.00 / hr. (no max)	weekdays \$2.50 / hr. (no max) weekends \$3.25 / hr. (no max) Garage \$2.50 / hr (no max)	On-Street \$3.50 / hr (no max) Lots \$2.00 / hr (no max) Garages \$5.00 flat rate	\$3.00 / hour (no max)	\$2.50 / hour (no max)	\$30 flat / on-beach \$20 flat / off-beach

Below is a sample of citations charged by other Florida municipalities:

Local Parking Fines	Low	High	Late Fee 1	@ day #	Late Fee 2	@ day #	Total Late Fees	Fine amount + Late fees	Collection Agency?	After # days
Pompano Beach	\$ 45	\$250(3)	\$ 15	14			\$ 15	\$ 60	TSI	90
1 Boca Raton	\$ 35	\$ 250	\$ 25	15			\$ 25	\$ 60	Penn Credit	90
2 Dania Beach	\$ 43	\$ 250	\$ 40	30			\$ 40	\$ 83	N/A	60
3 Deerfield Beach	\$ 40	\$ 250	\$ 20	11	\$ 25	31	\$ 45	\$ 85	RTR Financial	60
4 Delray Beach	\$ 35	\$ 250	\$ 25	14	\$ 18	90	\$ 43	\$ 78	Penn Credit	90
5 Ft. Lauderdale	\$ 40	\$ 250	\$ 15	30	\$ 20	45	\$ 35	\$ 75	Valley Collections	90
6 Hollywood (1)	\$ 40	\$ 250	\$ 10	14	\$ 15	30	\$ 25	\$ 65	Penn Credit	90
7 Key West	\$ 50	\$ 250	\$ 5	10	\$ 5	30	\$ 10	\$ 60	Penn Credit	30
8 Lake Worth Beach	\$ 40	\$ 250	\$ 40	15	\$ 20	45	\$ 60	\$ 100	Collection Bureau of America	90
9 Lauderdale by the Sea	\$ 30	\$ 250	\$ 15	21	\$ 20	45	\$ 35	\$ 65	RTR Financial	60
10 Miami Beach	\$ 29	\$ 250	\$ 10	30	\$ 20	30	\$ 30	\$ 59	Linebarger Law Firm	90
11 Pompano Beach	\$ 45	\$ 250	\$ 15	14			\$ 15	\$ 60	Transworld	60
12 Tampa	\$ 30	\$ 250	\$ 10	14	\$ 7	30	\$ 17		Penn Credit	90
13 West Palm Beach(2)	\$ 60	\$ 250	\$ 25				\$ 25	\$ 85	Penn Credit	60
14 Wilton Manors	\$ 25	\$ 250	\$ 10	14	\$ 20	30	\$ 30	\$ 55	Valley Collections	90
Average	\$ 39	\$ 250	\$ 19	18	\$ 17	41	\$ 31	\$ 72		75

1 \$25 for an expired meter

2 \$37.50 for an expired meter

3 Handicapped parking without a placard

TECHNOLOGY INTEGRATION AND ENFORCEMENT REPORTING

One Parking provides parking enforcement services across numerous municipal and government parking lots, garages, and on-street locations. In areas such as Pompano Beach, Delray Beach, and West Palm Beach, we utilize T2 Enforcement Technology. This platform enables access to the LPR Scofflaw Tracking Dashboard, along with comprehensive and insightful reporting, including:

- Enforcement/Transaction Summary Report
- Gross Revenue Report
- LPR Tracking Report
- LPR Daily Overview Report
- LPR Monthly Overview Report
- LPR Violation Report
- Space Utilization BI Report



The LPR tracking dashboard leverages advanced algorithms and proprietary logic to compare license plate reads captured by cameras with active payment sessions and valid permits (authorized parkers). The system identifies potential violations, which are then routed to a manual review queue.

Below are sample enforcement reports from locations where we currently provide these services.

Enforcement Report

T2 Iris Transaction Summary 05/16/2023 3:00 AM EDT

Date/Time: 05/15/2023 12:00:00 AM to 05/15/2023 11:59:59 PM EDT

Organization: ONE PARKING FLORIDA

Location: All Locations

Stall Number: N/A

Ticket #: All

Coupon Code: N/A

Transaction Type: All

Plate Number: N/A

Grouping: None

Overall Summary

CASH			CREDIT CARD			PATROLLER CARD			TOTAL		
Total Collections	0	\$0.00	Total Collections	2	\$60.00	Revenue	0	\$0.00	Total Transactions	2	\$60.00
Revenue	0	\$0.00	Revenue	2	\$60.00	Test Transactions	0	\$0.00	Total Collections	2	\$60.00
Change Issued	0	\$0.00							Revenue	2	\$60.00
Refund Tickets	0	\$0.00									
Total Refunds	0	\$0.00									
Excess Payment	0	\$0.00									
Attendant Deposit	0	\$0.00									

PASSCARD			SMART CARD		
Total Collections	0	\$0.00	Revenue	0	\$0.00
Revenue	0	\$0.00	Recharges	0	\$0.00

Gross Revenue Report

Summary by Zone									
Transaction Report Summary								Page Size: Download	
								10	
Gross Transaction Revenue:								\$671.03	
Transaction Revenue:								\$642.43	
Validation Revenue:								\$0.00	
Convenience Revenue:								\$28.60	
Fee:								\$28.60	
Net Revenue:								\$642.43	
Transaction Count:								143	
Avg Transaction Amount:								\$4.69	
Zone Number	Zone Name	Parent Zone	Gross Transaction Revenue	Transaction Revenue	Validation Revenue	Con. Fee Revenue	Fee	Total Net Revenue	Transactions Count
100954	City of Pompano Beach	n/a	\$533.63	\$512.43	\$0.00	\$21.20	\$21.20	\$512.43	106
100956	Patel Lot	n/a	\$6.90	\$6.30	\$0.00	\$0.60	\$0.60	\$6.30	3
100959	Harbor Village	n/a	\$65.50	\$62.50	\$0.00	\$3.00	\$3.00	\$62.50	15
101050	City of Pompano Beach 5/17/17(2)	n/a	\$65.00	\$61.20	\$0.00	\$3.80	\$3.80	\$61.20	19

LPR Tracking Report

Sort By: DATE ADDED Parking Lot: ALL Parking Passes: ALL Parking Type: ALL Range: ALL Valid: ALL Rows: -- Search 98 results ADD PERMIT							
☒ Parking Lot	Pass	Name	Address	Plate	Validity	Status	
☒ OP - 700 BANYAN BLVD		Catalina		JTQW32 FL	05/12/2023 12:00am 05/12/2123 2:08pm	Valid	...
☒ OP - 700 BANYAN BLVD		Maya	FL	NHLJ33 FL	04/26/2023 12:00am 04/26/2123 11:51am	Valid	...
☒ OP - 700 BANYAN BLVD		Suzanne		Daaa65 FL	04/12/2023 12:00am 01/01/2123 12:00pm	Valid	...
☒ OP - 700 BANYAN BLVD		Donte		PCCJ39 FL	04/05/2023 12:00pm 01/01/2123 12:00pm	Valid	...
☒ OP - 700 BANYAN BLVD		Malanie	West Palm Beach FL	35AZJT FL	04/01/2023 12:00am 01/01/2123 12:00pm	Valid	...
☒ OP - 700 BANYAN BLVD		Felicia		IS19UL FL	04/15/2023 12:00am 04/15/2123 9:59am	Declined	...
☒ OP - 700 BANYAN BLVD		Fernando	FL	JBVD63 FL	04/07/2023 12:00am 04/07/2123 10:45pm	Valid	...
☒ OP - 700 BANYAN BLVD		Claudio		IESQ90 FL	04/07/2023 12:00am 04/07/2123 7:43pm	Valid	...
☒ OP - 700 BANYAN BLVD		electraserve	FL	JJ0YI FL	04/01/2023 12:00pm 01/01/2123 12:00pm	Valid	...
☒ OP - 700 BANYAN BLVD		Sara		85CBCB FL	04/04/2023 12:00am 04/04/2123 9:30pm	Valid	...

LPR Daily Overview Report

May Previous - 2023 - Next Parking Lot ALL						
(1149) \$7,402.00 Paid Parkers		346 Violators		27 (12%) Disputes		(192) \$10,999.32 Payments
				\$0.00 Refunds		\$3,269.66 Commission
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	(85) \$540.75 37 Violators 9 Violations Paid 2 Disputes (18%) (9) \$595.00 Payments \$0.00 Refunds \$282.50 Commission	(82) \$522.03 37 Violators 8 Violations Paid 0 Disputes (0%) (8) \$408.14 Payments \$0.00 Refunds \$204.07 Commission	(83) \$524.22 19 Violators 2 Violations Paid 2 Disputes (13%) (14) \$747.06 Payments \$0.00 Refunds \$58.53 Commission	(73) \$462.27 33 Violators 1 Violations Paid 2 Disputes (15%) (11) \$615.00 Payments \$0.00 Refunds \$307.50 Commission	(102) \$650.43 38 Violators 6 Violations Paid 3 Disputes (20%) (12) \$660.00 Payments \$0.00 Refunds \$320.00 Commission	(48) \$305.37 6 Violators 0 Violations Paid 1 Disputes (25%) (3) \$175.00 Payments \$0.00 Refunds \$-302.50 Commission
7	8	9	10	11	12	13
(85) \$545.64 6 Violators	(86) \$542.94 30 Violators	(81) \$516.24 35 Violators	(67) \$427.53 34 Violators	(60) \$395.05 38 Violators	(86) \$566.09 30 Violators	(10) \$74.80 3 Violators

LPR Monthly Overview Report

Parking Lot ALL 2023 Previous Next						
(6972) \$44,860.21 Paid Parkers		2595 Violators		175 (14%) Disputes		(1103) \$61,214.71 Payments
				\$0.00 Refunds		\$17,467.37 Commission
January	February	March	April	May	June	July
(710) \$4,477.80 0 Violators 0 Violations Paid 0 Disputes (0%) (0) \$0.00 Payments \$0.00 Refunds \$0.00 Commission	(1473) \$9,421.74 820 Violators 472 Violations Paid 16 Disputes (10%) (138) \$6,730.00 Payments \$0.00 Refunds \$-265.00 Commission	(2071) \$13,222.68 776 Violators 382 Violations Paid 69 Disputes (15%) (381) \$22,061.95 Payments \$0.00 Refunds \$7,410.98 Commission	(1369) \$10,335.99 653 Violators 221 Violations Paid 63 Disputes (14%) (391) \$21,378.44 Payments \$0.00 Refunds \$7,029.23 Commission	(1149) \$7,402.00 346 Violators 28 Violations Paid 27 Disputes (12%) (193) \$11,044.32 Payments \$0.00 Refunds \$3,292.16 Commission	(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes (0) \$0.00 Payments \$0.00 Refunds \$0.00 Commission	(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes (0) \$0.00 Payments \$0.00 Refunds \$0.00 Commission
August	September	October	November	December		
(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes	(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes	(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes	(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes	(0) \$0.00 0 Violators 0 Violations Paid 0 Disputes		

LPR Violation Report

SampleReport2														
Home Insert Draw Page Layout Formulas Data Review View Acrobat Tell me														
Calibri (Body) 12 A A Conditional Formatting Format as Table Cell Styles Insert Delete Format														
K31														
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Parking Lot	Transient Parker Payments	Transient Parker Payments	PCNs	Disputes	Amount Paid Count	Amount Paid Sum	Sales Tax	Processing Fee Count	Processing Fee	Actual Charge Amount	Revenue	Surcharge	Commission
2	00-00-00-00	6065	76,395.00	532	91	241	17,178.79	1,075.90	193	770.07	15,395.23	10,448.45	0	4,886.78
3	00-00-00-00	187	580	0	0	1	104.89	5.95	1	3.06	85	59.5	0.05	25.5
4	00-00-00-00	6943	102,123.00	1420	136	435	35,087.04	1,982.00	370	1,476.30	28,313.95	18,052.06	3,314.80	10,261.89
5	00-00-00-00	5638	68,358.00	1228	122	331	27,075.58	2,118.33	481	1,929.10	30,271.29	18,659.02	2,764.08	11,621.57
6	00-00-00-00	1001	13,669.81	217	73	80	6,118.11	341.95	80	319.2	4,885.00	2,945.00	571.66	1,880.00
7	00-00-00-00	2835	37,515.22	1346	154	493	35,678.91	2,235.22	453	1,817.47	31,905.15	20,287.81	3,795.08	11,835.54
8	00-00-00-00	2584	21,881.00	265	37	111	5,550.94	341.62	90	371.07	4,880.25	3,041.38	0	1,838.97
9	00-00-00-00	1044	16,765.00	245	78	284	23,336.64	1,313.54	266	1,061.34	18,764.89	11,785.65	2,196.67	6,979.24
10	00-00-00-00	1752	24,325.00	53	17	46	3,340.56	208.37	30	155.63	2,076.58	1,300.22	0	1,076.38
11	00-00-00-00	1631	33,995.00	0	0	0	0	0	0	0	0	0	0	0
12	00-00-00-00	226	3,173.00	236	43	63	5,082.20	289.35	44	175.56	4,133.41	2,719.17	483.88	1,434.24
13	00-00-00-00	847	2,745.00	920	55	101	7,657.06	0	69	275.31	7,381.75	4,484.50	0	2,387.25
14	00-00-00-00	842	2,295.00	665	56	76	5,795.01	0	18	71.82	5,723.19	4,835.86	0	1,687.33
15	00-00-00-00	0	0	0	0	0	0	0	0	0	0	0	0	0
16	00-00-00-00	0	0	0	0	2	189.88	11.9	2	7.98	170	129.2	0	40.8
17														

Space Utilization BI Report



REVENUE MANAGEMENT & REPORTING

One Parking will provide monthly reports to the City describing the current state of parking enforcement and parking activity, along with revenue reports accounting for all revenue collected from the meters, online payments, and mail-in payments.

The report will, at a minimum, indicate the number of citations issued, number of citations issued per staff member, writing citations, citations by violation, revenue generated via citations, and revenue received via parking app(s) and pay stations with a detailed breakdown of all costs and expenses.

Below is an example of a daily report we provide to one of our municipal clients. We can deliver the same style of reporting for Flagler Beach.

				Days for Averaging	
April 2026		Through Date:	4/25/2026	25	
		Note: all revenue is gross for this report			
Hourly					
		Month-To-Date Totals		Month-to-Date Averages	
Rate Band	Rate (\$)	Total Count	Total Rev.	Average Count	Average Rev.
1 hrs 20 min	\$ 3.07	10086	\$ 30,964.02	388	\$ 1,238.56
2 hrs 20 min	\$ 5.21	11506	\$ 59,946.26	443	\$ 2,397.85
3 hrs 20 min	\$ 7.35	4282	\$ 31,472.70	165	\$ 1,258.91
4 hrs 20 min	\$ 9.49	1388	\$ 13,172.12	53	\$ 526.88
5 hrs 20 min	\$ 11.63	396	\$ 4,605.48	15	\$ 184.22
6 hrs 20 min	\$ 13.77	167	\$ 2,299.59	8	\$ 91.98
7 hrs 20 min	\$ 15.91	80	\$ 1,272.80	4	\$ 50.91
8 hrs 20 min	\$ 18.05	43	\$ 776.15	2	\$ 31.05
9 hrs 20 min	\$ 20.19	13	\$ 262.47	1	\$ 10.50
10 hrs 20 min	\$ 22.33	5	\$ 111.65	0	\$ 4.47
		27966	\$ 144,883.24	1079	\$ 5,795.33
Permits					
Permit Name				Total Count	Total Rev.
Qty Resident Annual 26-27				222	\$ -
Qty Resident Extra 3+ Vehicle Annual 26-27				33	\$ 792.00
Qty Resident Living Within Paid Parking Area Annual 26-27				3	\$ -
Qty Resident Living Within Paid Parking Area Extra 3+ Vehicle Annual 26-27				7	\$ 168.00
Non-Qty Resident - Annual Pass				107	\$ 13,268.00
Non-Qty Resident - Monthly Pass				1	\$ 60.00
Whitelist - CoFB vehicles				0	\$ -
* counts and revenue are estimates to be confirmed in month-end reporting				373	\$ 14,288.00
		Rank		Current Total	\$ 144,883
\$ 14,174	10%	Monday	5	Estimated	\$ 14,288
\$ 13,411	9%	Tuesday	6	Month End Est.	\$ 159,171
\$ 19,107	13%	Wednesday	4		
\$ 21,478	15%	Thursday	3		
\$ 26,442	18%	Friday	2		
\$ 41,317	29%	Saturday	1		
\$ 8,954	6%	Sunday	7		
\$ 144,883	100%				

Financial Reporting

One Parking utilizes the best reporting technology on the market. Some of our locations are as simple as one consolidated set of financial statements, while some clients request each department be broken into divisions. Ultimately, our reporting capabilities are flexible enough to meet your specific requirements.

Please see "Sample" Financial Reports following.

FINANCIAL REPORT SAMPLE

ONE PARKING SAMPLE INC
Statement of Assets, Liabilities, and Equity-Cash Basis

ASSETS

Current Assets		
Change funds	7,000.00	
Operating Bank Account	345,240.75	
Prepaid Expense -All	<u>14,443.08</u>	
Total Current Assets		366,683.83
Property and Equipment		
Fixed assets :Equipment	<u>41,136.00</u>	
Total Property and Equipment		41,136.00
Other Assets		
Owner Settlement Checks	<u>5,480,101.08</u>	
Total Other Assets		<u>5,480,101.08</u>
Total Assets		<u><u>5,887,920.91</u></u>

LIABILITIES AND EQUITY

Current Liabilities		
Accounts payable -All	4,059.06	
AFLAC payable -All	17.49	
Operating advance	<u>81,131.95</u>	
Total Current Liabilities		85,208.50
Total Liabilities		<u>85,208.50</u>
Stockholders' Equity		
Retained Earnings	4,568,858.34	
Net Income (Loss) - Y.T.D.	<u>1,233,854.07</u>	
Total Stockholders' Equity		<u>5,802,712.41</u>
Total Liabilities & Equity		<u><u>5,887,920.91</u></u>

FINANCIAL REPORT SAMPLE

ONE PARKING SAMPLE INC Statement of Revenues and Expenses								
	Current Month Actual	Current Month Budget	Variance	Var %	Year to-Date Actual	Year to-Date Budget	Variance	Var %
Gross Receipts								
40100 Gross receipts valet	64,992.00	63,334.00	1,658.00	(11.38)	384,800.00	362,474.00	22,326.00	(6.71)
40200 Gross receipts self park	396,941.00	384,504.00	12,437.00	3.23	1,929,201.58	1,854,401.00	74,800.58	(1.29)
40240 Gross receipts monthly	25,265.50	23,850.00	1,415.50	(25.36)	117,665.86	115,000.00	2,665.86	(30.48)
40220 Self park over short	(429.15)	-	(429.15)	-	(715.97)	-	(715.97)	-
40250 Gross receipts validations	7,088.00	2,000.00	5,088.00	254.40	47,517.00	10,000.00	37,517.00	375.17
47000 Overages/Shortages	(194.00)	-	(194.00)	-	(567.00)	-	(567.00)	-
48000 Refund	-	-	-	-	(185.00)	-	(185.00)	-
Total Gross Receipts	493,663.35	473,688.00	19,975.35	-	2,477,716.47	2,341,875.00	135,841.47	(2.69)
Sales tax and refund								
45000 Sales tax	27,913.21	30,131.00	2,217.79	7.36	140,045.12	155,396.00	15,350.88	9.88
Total sales tax and refund	27,913.21	30,131.00	2,217.79	7.36	140,045.12	155,396.00	15,350.88	9.88
Total net revenue	465,750.14	443,557.00	22,193.14	0.47	2,337,671.35	2,186,479.00	151,192.35	(2.22)
Payroll expense								
50000 Salaries & Wages	122,451.82	127,009.00	4,557.18	3.59	683,288.43	666,796.00	(16,492.43)	(2.47)
55000 Payroll Taxes & WC	18,083.84	17,781.00	(302.84)	(1.70)	101,674.07	93,318.00	(8,356.07)	(8.95)
Total payroll expenses	140,535.66	144,790.00	4,254.34	2.94	784,962.50	760,114.00	(24,848.50)	(3.27)
Other expenses								
61100 Automobile	(1,130.86)	2,969.00	4,099.86	138.09	15,543.96	14,845.00	(698.96)	(4.71)
61300 Credit card processing	3,060.09	2,554.00	(506.09)	(19.82)	19,414.23	13,156.00	(6,258.23)	(47.57)
61700 Customer Service	151.66	82.00	(69.66)	(84.95)	965.59	410.00	(555.59)	(135.51)
62050 Employee incentive	-	135.00	135.00	100.00	-	675.00	675.00	100.00
62100 Equipment rental	(3,872.22)	967.00	4,839.22	500.44	(1,039.40)	5,135.00	6,174.40	120.24
62200 Human resources	2,301.75	1,138.00	(1,163.75)	(102.26)	9,013.17	5,690.00	(3,323.17)	(58.40)
62300 Insurance	7,055.50	5,735.00	(1,320.50)	(23.03)	26,507.30	28,675.00	2,167.70	7.56
62700 Liability claims	4,182.46	2,688.00	(1,494.46)	(55.60)	15,136.63	13,440.00	(1,696.63)	(12.62)
62800 Management fees	10,000.00	10,000.00	-	-	50,000.00	50,000.00	-	-
62900 Office expense	363.34	311.00	(52.34)	(16.83)	1,868.29	1,555.00	(313.29)	(20.15)
63000 Payroll services	848.05	956.00	107.95	11.29	4,365.37	4,780.00	414.63	8.67
63100 Permits and license	3,205.22	3,086.00	(119.22)	(3.86)	15,808.41	15,990.00	181.59	1.14
63200 Postage and delivery	-	156.00	156.00	100.00	524.24	780.00	255.76	32.79
63300 Printing and reproduction	-	-	-	-	56.01	-	(56.01)	-
63400 Professional fees	3,821.97	6,675.00	2,853.03	42.74	23,051.46	33,375.00	10,323.54	30.93
63525 Safe & Armored Vehicle pickup	1,561.88	1,369.00	(192.88)	(14.09)	6,138.74	6,845.00	706.26	10.32
63700 Rent	-	-	-	-	6,264.00	-	(6,264.00)	-
63800 Repairs	8,853.52	7,670.00	(1,183.52)	(15.43)	63,399.91	38,350.00	(25,049.91)	(65.32)
64300 Supplies	1,614.99	3,924.00	2,309.01	58.84	10,729.64	19,620.00	8,890.36	45.31
64400 Supplies tickets	3,624.43	2,389.00	(1,235.43)	(51.71)	14,970.77	11,945.00	(3,025.77)	(25.33)
64500 Telephone	762.78	691.00	(71.78)	(10.39)	3,478.43	3,455.00	(23.43)	(0.68)
65000 Uniforms	61.00	479.00	418.00	87.27	1,662.10	2,395.00	732.90	30.60
655001 Promotion	700.00	-	(700.00)	-	2,540.00	-	(2,540.00)	-
65500 Enter to Win	-	-	-	-	200.00	-	(200.00)	-
65502 Radio program	290.00	-	(290.00)	-	3,090.00	-	(3,090.00)	-
65400 Miscellaneous	1,460.00	3,500.00	2,040.00	58.29	2,851.72	17,500.00	14,648.28	83.70
69100 Payroll reimbursement	(6,000.00)	(9,452.00)	(3,452.00)	36.52	(30,000.00)	(48,890.00)	(18,890.00)	38.64
69150 Repair reimbursement	(7,288.76)	(8,224.00)	(935.24)	11.37	(38,715.51)	(41,120.00)	(2,404.49)	5.85
Total other expenses	35,626.80	39,798.00	4,171.20	10.48	227,825.06	198,606.00	(29,219.06)	(14.71)
Total Operating Expenses	176,162.46	184,588.00	8,425.54	4.56	1,012,787.56	958,720.00	(54,067.56)	(5.64)
Operating Profit (Loss)	289,587.68	258,969.00	30,618.68	3.81	1,324,883.79	1,227,759.00	97,124.79	(7.48)
62850 Incentive fee	15,660.13	17,123.00	1,462.87	8.54	91,029.72	85,934.00	(5,095.72)	(5.93)
Net Income (Loss)	273,927.55	241,846.00	32,081.55	4.61	1,233,854.07	1,141,825.00	92,029.07	(8.34)

Read Accountants' Compilation Report

FINANCIAL REPORT SAMPLE

ONE PARKING SAMPLE INC Statement of Revenues and Expenses													
	June	July	August	September	October	November	December	January	February	March	April	May	Total
Gross Receipts													
40100 Gross receipts valet	47,868.00	49,328.00	47,360.00	40,640.00	54,084.00	61,464.00	81,136.00	76,584.00	82,804.00	81,924.00	78,496.00	64,992.00	766,680.00
40110 Other income	404.00	31.00	-	-	91.00	-	-	-	-	-	-	-	526.00
40200 Gross receipts self pa	318,192.00	350,836.00	309,177.00	272,827.00	330,508.00	323,804.00	417,105.00	372,017.00	367,665.00	410,091.00	382,488.00	396,941.00	4,251,651.00
40240 Gross receipts monthl	23,293.00	22,022.00	25,455.00	23,524.00	21,650.00	20,229.00	20,309.00	23,103.00	22,794.00	22,327.00	24,176.00	25,266.00	274,152.00
40220 Self park over short	324.00	414.00	561.00	196.00	(59.00)	(139.00)	(232.00)	(3.00)	(29.00)	(74.00)	(181.00)	(429.00)	349.00
40250 Gross receipts validat	9,475.00	5,199.00	5,950.00	7,255.00	12,790.00	7,837.00	10,069.00	11,658.00	10,310.00	9,744.00	8,717.00	7,088.00	106,092.00
41000 Interest income	-	-	2.00	-	-	-	-	-	-	-	-	-	2.00
47000 Overages/Shortages	-	-	-	-	402.00	336.00	213.00	(56.00)	(59.00)	(107.00)	(151.00)	(194.00)	384.00
48000 Refund	-	(10.00)	(40.00)	(43.00)	(179.00)	-	(60.00)	-	(20.00)	(165.00)	-	-	(517.00)
Total Gross Receipts	399,556.00	427,820.00	388,469.00	344,399.00	419,287.00	413,531.00	528,540.00	483,303.00	483,465.00	523,740.00	493,545.00	493,664.00	5,399,319.00
Sales tax and refund													
45000 Sales tax	24,290.00	26,110.00	23,556.00	20,872.00	25,471.00	25,171.00	32,435.00	27,334.00	27,281.00	29,649.00	27,868.00	27,913.00	317,950.00
Total sales tax and refund	24,290.00	26,110.00	23,556.00	20,872.00	25,471.00	25,171.00	32,435.00	27,334.00	27,281.00	29,649.00	27,868.00	27,913.00	317,950.00
Total net revenue	375,266.00	401,710.00	364,913.00	323,527.00	393,816.00	388,360.00	496,105.00	455,969.00	456,184.00	494,091.00	465,677.00	465,751.00	5,081,369.00
Payroll expense													
50000 Salaries & Wages	117,031.00	149,412.00	120,714.00	120,067.00	147,707.00	122,534.00	165,111.00	138,603.00	131,262.00	129,636.00	161,336.00	122,452.00	1,625,865.00
55000 Payroll Taxes & WC	15,601.00	17,657.00	14,580.00	13,422.00	16,645.00	20,215.00	17,971.00	20,302.00	26,433.00	16,628.00	20,229.00	18,084.00	217,767.00
Total payroll expenses	132,632.00	167,069.00	135,294.00	133,489.00	164,352.00	142,749.00	183,082.00	158,905.00	157,695.00	146,264.00	181,565.00	140,536.00	1,843,632.00
Other expenses													
61100 Automobile	2,045.00	2,592.00	2,898.00	4,599.00	1,157.00	3,223.00	2,864.00	4,235.00	4,326.00	3,948.00	4,167.00	(1,131.00)	34,923.00
61200 Bank service charge	2,621.00	3,218.00	3,578.00	3,687.00	3,372.00	2,984.00	2,847.00	-	-	-	-	-	22,307.00
61300 Credit card processin	125.00	50.00	1,925.00	2,950.00	(150.00)	(4,085.00)	3,467.00	7,138.00	3,647.00	2,967.00	2,602.00	3,060.00	23,696.00
61700 Customer Service	157.00	-	63.00	120.00	84.00	20.00	123.00	149.00	237.00	350.00	78.00	152.00	1,533.00
62000 Employee Benefits	-	-	227.00	-	-	-	-	-	-	-	-	-	227.00
62100 Equipment rental	-	-	-	2,412.00	1,022.00	1,264.00	1,453.00	522.00	817.00	1,493.00	-	(3,872.00)	5,111.00
62200 Human resources	1,926.00	399.00	833.00	1,006.00	2,946.00	700.00	7,646.00	1,881.00	1,235.00	2,125.00	1,471.00	2,302.00	24,470.00
62300 Insurance	5,662.00	5,662.00	5,662.00	5,885.00	5,662.00	5,662.00	5,662.00	-	5,341.00	7,055.00	7,055.00	7,055.00	66,363.00
62700 Liability claims	-	1,442.00	1,825.00	215.00	3,369.00	5,034.00	852.00	1,290.00	4,300.00	1,297.00	4,067.00	4,182.00	27,873.00
62800 Management fees	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	120,000.00
62900 Office expense	213.00	174.00	187.00	312.00	49.00	149.00	-	71.00	100.00	123.00	1,213.00	363.00	2,954.00
63000 Payroll services	763.00	959.00	757.00	751.00	833.00	794.00	1,931.00	815.00	835.00	747.00	1,119.00	848.00	11,152.00
63100 Permits and license	3,055.00	3,088.00	3,200.00	3,206.00	3,055.00	3,175.00	3,250.00	3,055.00	3,055.00	3,274.00	3,218.00	3,206.00	37,837.00
63200 Postage and delivery	141.00	110.00	111.00	175.00	263.00	176.00	202.00	105.00	217.00	125.00	79.00	-	1,704.00
63300 Printing and reprodu	-	-	-	-	418.00	-	-	56.00	-	-	-	-	474.00
63400 Professional fees	3,784.00	7,586.00	4,811.00	4,744.00	3,908.00	6,744.00	5,576.00	2,582.00	3,390.00	9,862.00	3,398.00	3,821.00	60,206.00
63525 Safe & Armored Vehi	-	-	-	-	-	-	-	1,471.00	-	-	3,106.00	1,562.00	6,139.00
63700 Rent	-	-	-	-	-	1,754.00	1,571.00	2,994.00	-	3,270.00	-	-	9,589.00
63800 Repairs	6,227.00	17,500.00	6,080.00	11,832.00	3,555.00	35,373.00	23,311.00	27,269.00	10,253.00	11,432.00	5,594.00	8,854.00	167,280.00
64300 Supplies	5,749.00	7,756.00	1,520.00	2,098.00	1,523.00	3,390.00	4,982.00	1,134.00	4,234.00	1,886.00	1,862.00	1,615.00	38,289.00
64400 Supplies tickets	647.00	5,017.00	253.00	6,146.00	-	1,677.00	2,699.00	-	4,453.00	3,656.00	3,236.00	3,625.00	31,409.00
64500 Telephone	729.00	670.00	460.00	615.00	665.00	534.00	695.00	685.00	715.00	709.00	606.00	763.00	7,846.00
65000 Uniforms	321.00	-	710.00	194.00	635.00	1,558.00	785.00	585.00	519.00	463.00	34.00	61.00	5,865.00
65501 Promotion	-	-	-	-	300.00	800.00	60.00	450.00	890.00	250.00	250.00	700.00	3,700.00
65500 Enter to Win	-	-	-	-	400.00	-	-	200.00	-	-	-	-	600.00
65502 Radio program	700.00	-	-	-	750.00	7,225.00	9,470.00	1,700.00	-	-	1,100.00	290.00	21,235.00
65400 Miscellaneous	3,387.00	2,644.00	4,816.00	2,705.00	3,213.00	-	-	500.00	-	(858.00)	1,750.00	1,460.00	19,617.00
69100 Payroll reimbursement	(5,862.00)	(8,304.00)	(5,863.00)	(5,988.00)	(15,830.00)	(6,265.00)	(12,052.00)	(9,650.00)	(9,457.00)	1,107.00	(6,000.00)	(6,000.00)	(90,164.00)
69150 Repair reimbursement	(5,904.00)	(4,699.00)	(4,930.00)	(5,552.00)	(6,639.00)	(7,034.00)	(7,034.00)	(7,938.00)	(8,237.00)	(8,437.00)	(6,815.00)	(7,289.00)	(80,508.00)
Total other expenses	36,486.00	55,864.00	39,123.00	52,112.00	24,560.00	75,392.00	70,360.00	51,299.00	40,870.00	56,844.00	43,190.00	35,627.00	581,727.00
Total Operating Expenses	169,118.00	222,933.00	174,417.00	185,601.00	188,912.00	218,141.00	253,442.00	210,204.00	198,565.00	203,108.00	224,755.00	176,163.00	2,425,359.00
Operating Profit (Loss)	206,148.00	178,777.00	190,496.00	137,926.00	204,904.00	170,219.00	242,663.00	245,765.00	257,619.00	290,983.00	240,922.00	289,588.00	2,656,010.00
62850 Incentive fee	14,465.00	12,549.00	10,715.00	11,686.00	8,206.00	12,786.00	10,232.00	15,109.00	14,993.00	15,771.00	29,497.00	15,660.00	171,669.00
Net Income (Loss)	191,683.00	166,228.00	179,781.00	126,240.00	196,698.00	157,433.00	232,431.00	230,656.00	242,626.00	275,212.00	211,425.00	273,928.00	2,484,341.00
Read Accountants' Compilation Report													

FINANCIAL REPORT SAMPLE

ONE PARKING SAMPLE INC Statement of Revenues and Expenses 2013 Income and Expense Compared with 2012						
	Current Period 5/31/2013	Current Period 5/31/2012	Variance	Year to-Date 5/31/2013	Year to-Date 5/31/2012	Variance
Gross Receipts						
40100 Gross receipts valet	64,992.00	64,200.00	792.00	384,800.00	364,866.11	19,933.89
40110 Other income	-	-	-	-	202.00	(202.00)
40200 Gross receipts self park	396,941.00	369,841.00	27,100.00	1,929,201.58	1,655,818.00	273,383.58
40240 Gross receipts monthly	25,265.50	24,132.50	1,133.00	117,665.86	131,475.50	(13,809.64)
40220 Self park over short	(429.15)	132.59	(561.74)	(715.97)	1,671.94	(2,387.91)
40250 Gross receipts validations	7,088.00	13,342.00	(6,254.00)	47,517.00	54,379.00	(6,862.00)
47000 Overages/Shortages	(194.00)	677.00	(871.00)	(567.00)	3,743.98	(4,310.98)
48000 Refund	-	(648.00)	648.00	(185.00)	(1,044.00)	859.00
Total Gross Receipts	493,663.35	471,677.09	21,986.26	2,477,716.47	2,211,112.53	266,603.94
Sales tax and refund						
45000 Sales tax	27,913.21	28,790.61	877.40	140,045.12	134,678.44	(5,366.68)
Total sales tax and refund	27,913.21	28,790.61	877.40	140,045.12	134,678.44	(5,366.68)
Total net revenue	465,750.14	442,886.48	22,863.66	2,337,671.35	2,076,434.09	261,237.26
Payroll expense						
50000 Salaries & Wages	122,451.82	113,639.41	(8,812.41)	683,288.43	606,438.96	(76,849.47)
55000 Payroll Taxes & WC	18,083.84	15,520.29	(2,563.55)	101,674.07	91,005.30	(10,668.77)
Total payroll expenses	140,535.66	129,159.70	(11,375.96)	784,962.50	697,444.26	(87,518.24)
Other expenses						
61100 Automobile	(1,130.86)	2,464.44	3,595.30	15,543.96	15,920.45	376.49
61200 Bank service charge	-	2,033.59	2,033.59	-	5,595.20	5,595.20
61300 Credit card processing	3,060.09	321.00	(2,739.09)	19,414.23	27.73	(19,386.50)
61700 Customer Service	151.66	201.33	49.67	965.59	298.05	(667.54)
62000 Employee Benefits	-	351.00	351.00	-	19,545.95	19,545.95
62100 Equipment rental	(3,872.22)	347.79	4,220.01	(1,039.40)	15,435.11	16,474.51
62200 Human resources	2,301.75	466.25	(1,835.50)	9,013.17	6,970.39	(2,042.78)
62300 Insurance	7,055.50	5,662.93	(1,392.57)	26,507.30	25,931.51	(575.79)
62700 Liability claims	4,182.46	10,140.54	5,958.08	15,136.63	20,798.84	5,662.21
62800 Management fees	10,000.00	10,000.00	-	50,000.00	50,000.00	-
62900 Office expense	363.34	359.87	(3.47)	1,868.29	1,794.25	(74.04)
63000 Payroll services	848.05	737.92	(110.13)	4,365.37	7,568.97	3,203.60
63100 Permits and license	3,205.22	3,055.22	(150.00)	15,808.41	18,606.33	2,797.92
63200 Postage and delivery	-	114.44	114.44	524.24	708.53	184.29
63300 Printing and reproduction	-	-	-	56.01	62.84	6.83
63400 Professional fees	3,821.97	5,612.42	1,790.45	23,051.46	39,194.63	16,143.17
63525 Safe & Armored Vehicle pic	1,561.88	-	(1,561.88)	6,138.74	-	(6,138.74)
63700 Rent	-	-	-	6,264.00	2,303.00	(3,961.00)
63800 Repairs	8,853.52	43,910.90	35,057.38	63,399.91	72,469.36	9,069.45
64300 Supplies	1,614.99	2,195.73	580.74	10,729.64	16,128.67	5,399.03
64400 Supplies tickets	3,624.43	-	(3,624.43)	14,970.77	13,608.18	(1,362.59)
64500 Telephone	762.78	664.79	(97.99)	3,478.43	3,638.49	160.06
65000 Uniforms	61.00	849.00	788.00	1,562.10	2,679.40	1,017.30
65501 Promotion	700.00	550.00	(150.00)	2,540.00	1,360.00	(1,180.00)
65500 Enter to Win	-	-	-	200.00	1,560.00	1,360.00
65502 Radio program	290.00	500.00	210.00	3,090.00	3,085.00	(5.00)
65400 Miscellaneous	1,460.00	342.30	(1,117.70)	2,851.72	11,298.37	8,446.65
69100 Payroll reimbursement	(6,000.00)	(6,238.00)	(238.00)	(30,000.00)	(35,336.66)	(5,336.66)
69150 Repair reimbursement	(7,288.76)	(5,145.22)	2,143.54	(38,715.51)	(18,069.18)	20,646.33
Total other expenses	35,626.80	79,498.24	43,871.44	227,825.06	303,183.41	75,358.35
Total Operating Expenses	176,162.46	208,657.94	32,495.48	1,012,787.56	1,000,627.67	(12,159.89)
Operating Profit (Loss)	289,587.68	234,228.54	55,359.14	1,324,883.79	1,075,806.42	249,077.37
62850 Incentive fee	15,660.13	8,672.70	(6,987.43)	91,029.72	52,076.98	(38,952.74)
Net Income (Loss)	273,927.55	225,555.84	48,371.71	1,233,854.07	1,023,729.44	210,124.63
Read Accountants' Compilation Report						

STAFFING MODEL & SUPPORT

One Parking is fully equipped to support the City's parking program with qualified personnel, reliable resources, and staffing designed to meet daily operational needs, special event demands, and after-hours support.

Our project team will attend meetings when the City requests representation. Our team will meet at least monthly with the City's parking representative (or as desired) to discuss day-to-day operations and any problem areas or concerns. This will ensure that there is constant communication flowing between One Parking and the City.

Our President & COO, Mark Pratt, will serve as the primary point of contact for contract management and consulting services related to the City's parking program. Mark will be directly engaged in both the short- and long-term strategic direction of the operation.

CUSTOMER SERVICE & ISSUE RESOLUTION

One Parking acts as the primary point of contact for all customer service needs related to parking operations and enforcement related matters. Our team manages all inquiries, complaints, and customer service requests promptly and professionally, ensuring a consistent and positive experience for all.

Our management team is trained to listen, assess and to react appropriately when handling customer disputes. One Parking also has an escalation matrix that can go as high as the CEO depending on the severity of the complaint/issue. For citation disputes, One Parking goes through the following process:

1. Dispute is received by the management team, and an immediate investigation is launched.
2. All stakeholders are interviewed (enforcement and customer) and details from the interview are documented.
3. Any pictures and data from enforcement is collected.
4. A determination of valid or invalid is determined by the manager.
5. An email with the supporting documentation is sent to all City stakeholders and the customer is notified of the outcome.

We recognize that the image we project is critical to our business expansion. By maintaining appropriate staffing levels and ensuring our team is courteous and well-trained, we deliver a service experience that encourages patrons to return.

TRANSITION PLAN

If awarded the contract, One Parking will initiate a structured transition plan through our project management platform. Our transition plan, supported by a comprehensive, phase-based checklist, follows a clear timeline that guides the project from initial implementation through post-transition stabilization.

Our project management team monitors all tasks, assignments, interdepartmental responsibilities, milestones, and required actions within each phase. This disciplined framework ensures a defined transition path and full visibility into what must be completed at every stage.

To maintain an efficient parking operation, consistent rules and regulations are essential. One Parking's operating guidelines are designed to provide practical, day-to-day direction that supports a smooth, convenient, and well-managed parking environment. For the City of Flagler Beach, we will deliver our complete Operating Policies Plan within 90 days of the start of operations.

To ensure a seamless transition, One Parking's Executive Team and Key Personnel will be onsite throughout the process, working alongside the designated Project Manager. Each member of our experienced transition team will be accountable for specific tasks and will oversee compliance and quality assurance for all transition activities.

E. KEY PERSONNEL

Our team is made up of passionate, dedicated professionals who share a unified vision: **delivering the highest level of service to our customers and meeting our clients' expectations through trust, professionalism, and transparency.**

Together, we bring a uniquely deep and diverse range of experience within the parking industry. We take great pride in being recognized as a leader in the parking and mobility sector.



KIRSTEN DOLAN
OWNER & CEO

As owner and CEO of One Parking, Kirsten specializes in helping owners recognize the revenue potential of their parking assets. Prior to co-founding One Parking in 2004, Kirsten worked for over 15 years for the largest transportation management company in the world, Central Parking. With over 35 years of experience operating and maximizing the revenues of parking assets, Kirsten drives results of both the financial and service aspects of our clients' parking assets and creates a strategic vision for One Parking's future.

Kirsten has extensive experience supporting municipal and government clients, including the City of Pompano Beach, Volusia County, City of Delray Beach, State of Wisconsin, City of Phoenix Development Authority, City of Santa Monica, Community Redevelopment Agency of Los Angeles, City of Tempe, City of West Palm Beach Downtown Development Agency, New York Parks Department, and the U.S. Federal Government GSA Division.

Kirsten was voted South Florida's Most Influential Businesswoman in 2014 and honored by The Women's Edge (formerly TCI) as one of Florida's Top Women-Led Businesses from 2014-2025. She is a member of the Urban Land Institute, The Women's Edge, Commercial Real Estate Women Network (CREW), Florida Restaurant & Lodging Association, and West Palm Beach Mobility Coalition (WPBgo).

Kirsten holds a B.S. Degree in Marketing from Arizona State University. Additionally, she holds a Business Analytics Certification from the University of Pennsylvania Wharton Business School, and a Negotiation and Influence Certificate from MIT Sloan Executive Education.



MARK PRATT
PRESIDENT & COO

As President and COO of One Parking, Mark is responsible for driving financial results and operational excellence for the One Parking portfolio. With over 42 years of experience, Mark has worked in all facets of parking since he began his career in 1984 and has been a significant leader and mentor in the industry. His experience and desire for exemplary operations led him to create and implement one of the first instructional and developmental programs for building knowledgeable and confident managers.

Mark has extensive experience supporting municipal and government clients. His most recent municipality experience includes the City of Pompano Beach, City of Fernandina Beach, Volusia County (102 lots), City of Delray Beach, City of Riviera Beach, Lauderdale-By-The-Sea, State of Wisconsin, City of Lafayette, City of Fort Myers, and City of Indianapolis.

Mark focuses on bringing technology to the parking industry to increase efficiency and improve financial results. Several years ago, Mark was the pioneer in two-way audio/video patron assistance, which revolutionized the operations of parking properties. Mark received three patents on this concept. He continues to invent, develop, and test various technologies, keeping One Parking on the cutting edge of the industry. Mark currently serves as chairman of the National Parking Association's Technology Committee, giving him early insight into emerging technologies before they reach the market.

Mark also serves on the board of the CityPlace Community Redevelopment District in downtown West Palm Beach, giving him valuable insight on how redevelopment, mobility planning, and parking operations intersect within a growing urban district.

Mark earned a Bachelor of Business Administration (BBA) with a concentration in Computer Science from Morehead State University.



JON GIANQUITTI
VP FLORIDA

Jon joined One Parking in 2007 as a Valet Attendant. Soon after, he was promoted to Operations Manager at CityPlace in West Palm Beach. As Operations Manager, he oversaw annual revenues in excess of \$5M and was responsible for over 100 employees.

In his current role as Vice President of Florida, Jon is responsible for financial development, logistical planning, operational performance, and leading quality standards and initiatives. He supports One Parking's municipal contracts by working collaboratively with city officials and stakeholders from Pompano Beach, Delray Beach, West Palm Beach, Lauderdale-By-The-Sea, Volusia County, Riviera Beach, and Fernandina Beach.

Jon graduated from Troy University with a Bachelor's Degree in Criminal Justice and Business Administration.



ZACH LIEBERMAN
BUSINESS ANALYST

Zach joined One Parking in 2015 at our CityPlace operations in West Palm Beach. As Business Analyst, Zach works on consulting projects, demand analysis, as well as marketing communications. He has played a key role in implementing operational plans and integrating technology across our municipal parking programs, as well as developing the standard operating procedure manuals. His ability to conceptualize, design, and implement project management plans and business systems has been a true asset to the One Parking organization and the clients we serve.

Zach earned the Certified Parking Professional (CPP) credential through the National Parking Association (NPA), demonstrating his advanced proficiency in parking management, operational excellence, and adherence to industry best practices. Zach attended Washtenaw Community College in Ann Arbor, MI, and holds a B.B.A. in Marketing from Northwood University in West Palm Beach, FL.



THERESA LILLY
MARKETING DIRECTOR

Theresa joined One Parking in September 2013 as the Marketing Director in our corporate headquarters. She has over 25 years of professional experience providing creative support for all corporate initiatives, projects, and visual communications. Theresa has been instrumental at One Parking in developing and executing strategic plans, providing brand consistency internally and externally, and applying innovative marketing and advertising strategies to increase customer acquisition.

Theresa is responsible for all aspects of One Parking's marketing efforts, including market research, strategies, identifying new business opportunities, graphic design, website development, and customer and client communications. Specific to municipalities, she develops marketing materials and communication creatives such as brochures, flyers, digital ads, and other visual content to highlight municipal parking programs.

Theresa graduated from Huntington Institute School of Business in Connecticut.



THOMAS LEFKOWITZ
SR. DIRECTOR TRAINING,
SERVICE & CULTURE

Tommy joined One Parking in 2023 as the Senior Director of Training, Service & Culture, bringing over twenty years of hospitality leadership experience. Tommy is responsible for leadership development and team member engagement, and he leads our culture and service-hospitality training program.

He is an optimistic, positive leader focused on creating a world-class culture within the organization. Tommy believes that when every decision is viewed and made through the lens of culture, outstanding operational success follows naturally.

Tommy is a graduate of the University of Cincinnati and is a Certified Professional in Training Management (CPTM).



SHASTRI ROOPNARINE
VP CORPORATE
ADMINISTRATION

Shastri joined One Parking in March 2017 as the Corporate Auditor. Currently, Shastri serves as the Vice President of Corporate Administration, where he is responsible for overseeing Human Resources, Employee Benefits and Payroll, Accounts Receivable, Auditing, and employee relations for approximately 700 employees nationwide. Shastri's strong background in finance and business management has enabled him to discover various efficiencies in labor management and cost savings for the One Parking organization.

In 2021, Shastri was awarded a certificate of completion and recognition from the Florida Parking Enforcement Specialist Training Course for Civilians and the PES Certification Exam. This training course and certification allows civilian personnel to write parking citations and enforce parking statutes and ordinances in their assigned jurisdictions. His certification provides significant value to our municipal parking programs by ensuring that enforcement personnel are formally trained, legally authorized, and fully compliant with Florida's statutory requirements.

Shastri attended Palm Beach State College in Lake Worth, FL. He is an active member with the West Palm Beach Young Professionals, and the Florida Sevashram Sangha Youth Education.



DIANE DEMERS
CORPORATE OFFICER &
TREASURER

Diane joined One Parking in July 2007 as the Payroll and Human Resources Administrator and Office Manager. She advanced quickly through a series of financial roles and is now the company's longest-tenured financial administrator. With more than 25 years of experience across Financial Management, Accounts Payable, Accounts Receivable, Payroll, Human Resources, and Executive Administration, she brings deep operational and financial expertise to the organization.

In her current role as Corporate Officer and Treasurer, Diane oversees more than 100 bank accounts nationwide. She manages over \$125 million in client and company revenues, leads cashflow oversight and banking relationships, and acts as the primary financial liaison to One Parking's CPA.

Diane attended Pasco-Hernando State College in Brooksville, FL.



JENNY HEYNS
vCISO, PRIVACY & SECURITY
OFFICER

Jenny has been a technical advisor for One Parking for over 7 years. Her responsibilities range from overseeing the technical strategy of One Parking and providing recommendations on security and privacy direction.

Jenny has over 25 years of experience in technology, security and privacy and holds several security and privacy certifications such as CISSP, CISM, CISA, CDPSE, and the CIPT. She works closely with One Parking executives and individual locations to ensure that security and privacy best practices are instituted companywide.

Jenny holds a Bachelor's Degree from the United States Military Academy, West Point, New York.

Sustaining a High-Quality Workforce

One Parking upholds strict hiring standards, including comprehensive pre-employment background screenings for all personnel to ensure safety and integrity. Where required, we bond our employees who handle cash, however, we carry employee dishonesty insurance (which covers all One Parking personnel) in the amount of \$500,000 inside premises, \$500,000 outside premises, \$500,000 computer crime fraud, and \$500,000 funds transfer fraud.

Our recruitment pipeline ensures continuous availability of qualified candidates, while our retention strategies (competitive compensation, ongoing training, and career development opportunities) help sustain a stable and experienced workforce.

Comprehensive Training Framework

One Parking believes our team members are the foundation of our best-in-class service. We use a progressive training model that motivates growth and development, delivered through both local leadership and our corporate team.

Our Customer Service training reinforces our Gold-Star Standards, including appearance, attitude, interaction, and protocol, along with essential on- and off-street topics such as the Code of Ethics, Safety Checks, Vehicle Immobilization, and Proper Case procedures. All enforcement personnel are fully trained and certified to issue citations in compliance with regulations.

Parking Enforcement Services Training Program

As part of One Parking's commitment to best-in-class services, Senior Director of Training, Service and Culture, Tommy Lefkowitz, CPTM, leads a two-part training program that elevates parking enforcement into a professional, service-focused discipline. The first module, ***Hospitality Regulations***, establishes a hospitality-driven culture in which officers serve as ambassadors, trained to communicate positively, use professional language and body language, proactively assist the public, and clearly explain next steps such as payment and dispute options.

The second training, ***Humanity Behind Parking Enforcement***, equips officers with the tools to manage high-stress interactions through professionalism, empathy, and proven de-escalation techniques. Officers learn to maintain composure, actively listen, communicate the "why" behind enforcement actions, and guide interactions toward voluntary compliance, resolving situations calmly and without escalation.

Together, these create a balanced model that strengthens public trust, improves officer safety, and ensures consistent, high-quality service.

F. COMMUNITY ENGAGEMENT PLAN

Marketing & Public Relations

One of the most important aspects of a successful kick-off includes a strong PR effort to engage the community. Our Marketing Team develops individual marketing plans specific to each location/city we manage. Some of the marketing strategies and efforts include:

- Educational “How To” collateral for the community, tourists, and retailers.
- Cooperative marketing opportunities between businesses and One Parking.
- Digital and traditional marketing campaigns.
- Develop online presence/extend the digital reach of the parking program.
- Field marketing/continuously performing market research.

For the Flagler Beach parking program, we will ensure that all opportunities are maximized and that customer satisfaction levels are always elevating. We envision working closely with the City to develop a marketing and PR plan in keeping with the goals and objectives of the City and community.

Below are marketing and communication materials we developed for our client, the City of Delray Beach, featuring creative assets designed to support public awareness and ease of use. These materials include a brochure showcasing the City's parking facilities with an accompanying detailed map, as well as clear, user-friendly resources outlining residential permit information.

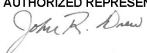


G. CERTIFICATE OF INSURANCE

One Parking maintains coverage limits of \$21 million per occurrence and \$22 million in the aggregate, along with an additional \$5 million in Cyber Insurance, coverage levels that distinguish us from other parking management firms.

Our Certificate(s) of Insurance are provided on the pages that follow.

	CERTIFICATE OF LIABILITY INSURANCE	ONEPARK-01	CHAWSE DATE (MM/DD/YYYY) 4/2/2026																	
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.																				
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PRODUCER License # 0C36861 Thousand Oaks-Alliant Insurance Services, Inc. 325 East Hillcrest Dr Ste 250 Thousand Oaks, CA 91360		CONTACT NAME: PHONE (A/C, No, Ext): (805) 777-4770 FAX (A/C, No): (619) 699-2159 E-MAIL ADDRESS:																		
INSURED One Parking, Inc. 477 South Rosemary Ave, Suite #325 West Palm Beach, FL 33401		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: left;">NAIC #</th> </tr> <tr> <td>INSURER A : Gotham Insurance Company</td> <td>25569</td> </tr> <tr> <td>INSURER B : New York Marine And General Insurance Company</td> <td>16608</td> </tr> <tr> <td>INSURER C : Wesco Insurance Company</td> <td>25011</td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Gotham Insurance Company	25569	INSURER B : New York Marine And General Insurance Company	16608	INSURER C : Wesco Insurance Company	25011	INSURER D :		INSURER E :		INSURER F :				
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A	Garage and Dealers L		GL2026PKF00223	3/1/2026	3/1/2027	Limit 1,000,000														
A	Liability		GL2026PKF00174	3/1/2026	3/1/2027															
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)																				
CERTIFICATE HOLDER Evidence of Insurance				CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 																
ACORD 25 (2016/03)				© 1988-2015 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD																

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PRODUCER The Daniel and Henry Co. 1001 Highlands Plaza Drive West Suite 500 Saint Louis, MO 63110		CONTACT Elizabeth Piper PHONE (A/C, No, Ext): (314) 444-1953 FAX (A/C, No): (314) 444-1990 E-MAIL ADDRESS: BPiper@danielandhenry.com					
INSURED One Parking, Inc. 477 S. Rosemary Ave, Ste. 325 West Palm Beach, FL 33401		INSURER(S) AFFORDING COVERAGE					
		INSURER A : National Union Fire Insurance Company of Pittsburgh, PA NAIC # 19445					
		INSURER B : Ascot Specialty Insurance Company 45055					
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		INSURER D :					
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A	Crime			015922867	3/1/2026	3/1/2027	Limit 1,000,000
B	Cyber Liability			EOPL261000265701	3/1/2026	3/1/2027	Limit 5,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)							
CERTIFICATE HOLDER				CANCELLATION			
One Parking Inc. 700 South Rosemary West Palm Beach, FL 33401				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.			
				AUTHORIZED REPRESENTATIVE 			
ACORD 25 (2016/03)				© 1988-2015 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD			

		AGENCY CUSTOMER ID: ONEPARK-01 LOC #: 1	BPIPER
ADDITIONAL REMARKS SCHEDULE			
AGENCY The Daniel and Henry Co.		NAMED INSURED One Parking, Inc. 477 S. Rosemary Ave, Ste. 325 West Palm Beach, FL 33401	
POLICY NUMBER SEE PAGE 1		EFFECTIVE DATE: SEE PAGE 1	
CARRIER SEE PAGE 1	NAIC CODE SEE P 1		
ADDITIONAL REMARKS			
THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM, FORM NUMBER: <u>ACORD 25</u> FORM TITLE: <u>Certificate of Liability Insurance</u> Additional Coverage Information Financial Package: *Employment Practices *Fiduciary Liability Policy Number: DPLE323515 Carrier: Great American Insurance Company Effective 3/1/2026 to 3/1/2027 Limit: \$1,000,000 Deductibles/Retentions: Crime: \$15,000 Per Loss Deductible Cyber Liability: \$25,000 Retention Employment Practices: \$35,000 Fiduciary Liability: \$0			
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H. ACKNOWLEDGEMENT OF ADDENDA

In accordance with the RFP, we acknowledge receipt of all addenda (Addendum No. 1 and Addendum No. 2).

EXHIBIT A – ESTIMATION OF PARKING SPACES IN FLAGLER BEACH

Parking Lots in Flagler Beach

Locations	# of spots	# of handicapped
Bottle Nose Dolphin Lot (N. Central Ave. & N. 5th St.)	24	2
Loggerhead Turtle Lot (N. Central Ave. & N. 4th St.)	22	2
Osprey Lot (S. Daytona Ave. & S. 5th St.)	14	1
Pelican Lot (S. Oceanshore Blvd. & S. 6th St.)	42	2
Right Whale Lot (S. Central Ave. & S. 8th St.)	20	2
Total	122	9

185 N. OF MOODY (150)
357 S. OF MOODY (100)
542

Key Notes

Flagler Beach

The following slides below displays parking spaces to be enforced. The area covers with in the area bounded by Flagler Ave (including the west side of S. Flagler Avenue south of SR 100), South 9th Street, A1A (including the east side of A1A), and North 9th Street, on-street parking (commonly, but not exclusively) marked by the "open-cell" pavers, City parking lots and ocean front parking. The slides provide the count and highlighted areas that we accounted for.

- Slides 2-5 covers North 9th Street to SR 100
- Slides 6-9 covers SR 100 to South 9th Street
- Total Parking spaces to be enforced:542 (122 in Parking lots)





*43 Parking spots to be enforced

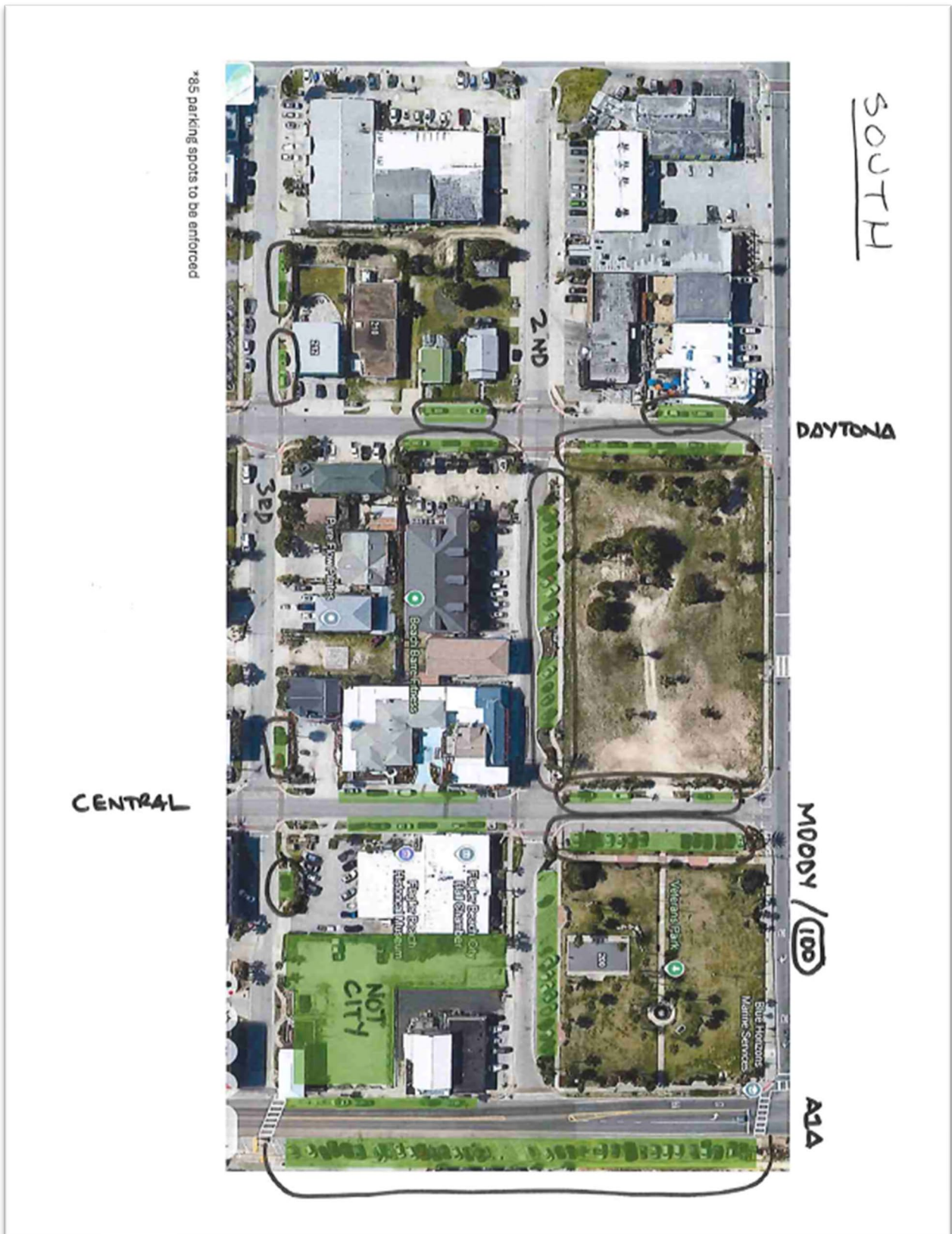
5TH

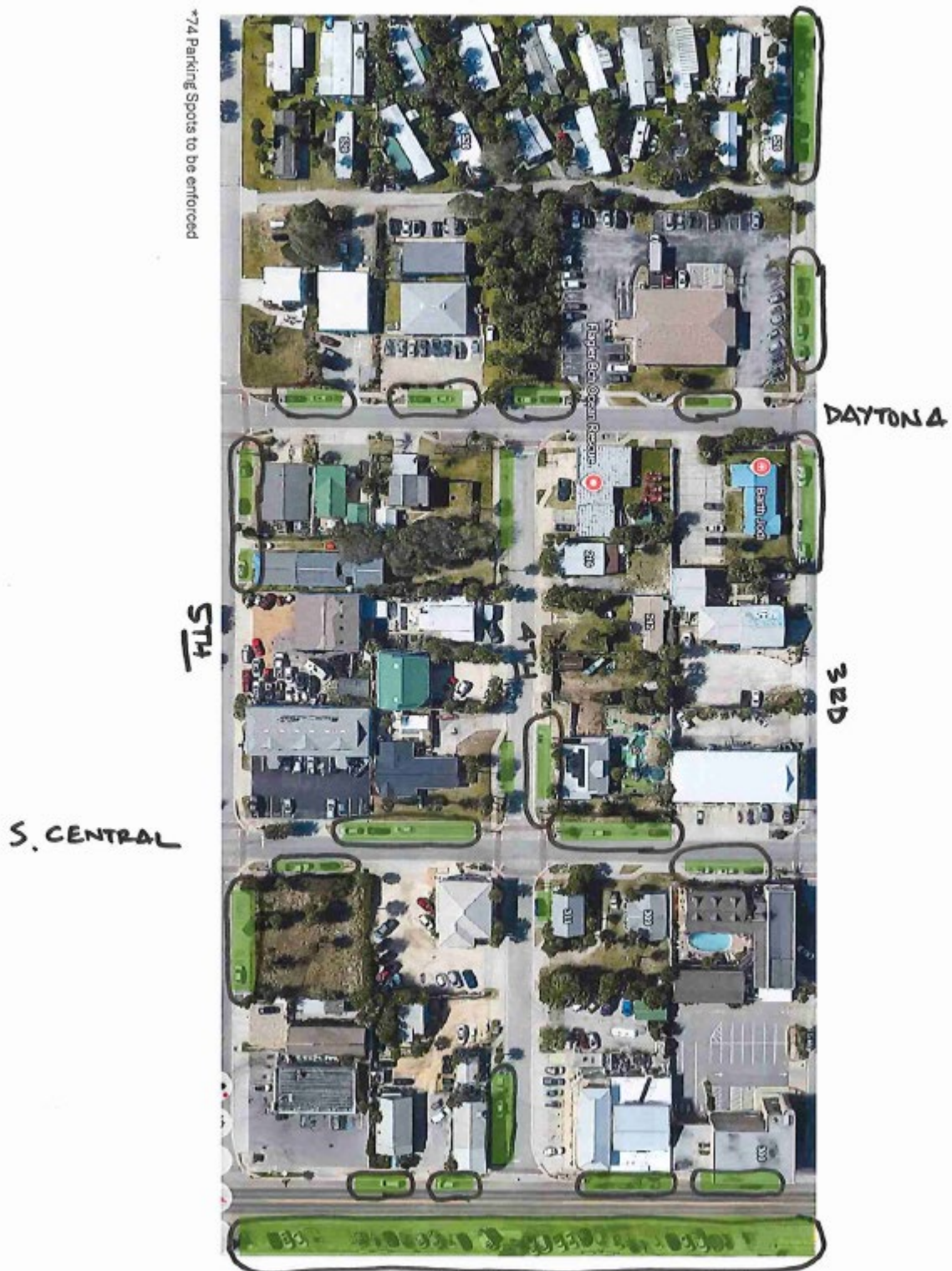
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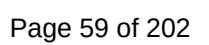














Staff Report

City Commission Workshop Meeting

August 11, 2026

To: City Commission
From: Dale Martin, City Manager
Meeting Date: August 11, 2026
Item Name: Peninsula Parking - 30 minute presentation — 15 minute Q & A

Background:

Fiscal Impact:

Staff Recommendation:

Attachments:

1. P3_Flagler_Beach_SOQ_

PENINSULA PARKING PARTNERS

Creating Parking Programs Communities Can Be Proud Of



STATEMENT OF QUALIFICATIONS

Parking Operations & Enforcement Services

RFQ #26-0106

City of Flagler Beach, Florida

July 2026

Built by Operators. Guided by Hospitality. Trusted by Communities.

Letter from the Partners

Dear Mayor, Commissioners, City Manager Martin, and Evaluation Committee,

Thank you for the opportunity to submit our qualifications to serve the City of Flagler Beach.

We recognize this is about much more than implementing a parking program. It is about preserving the character of one of Florida's most unique coastal communities while thoughtfully planning for its future.

Throughout our careers, we have been fortunate to help build and lead organizations responsible for managing millions of guest interactions each year. Whether serving visitors arriving at hotels, hospitals, entertainment venues, or waterfront destinations, we learned an important lesson early in our careers: parking is often the first and last impression people have of a community.

That belief became the foundation for Peninsula Parking Partners.

Rather than approaching parking as an enforcement function, we approach it as an extension of hospitality, community stewardship, and public service.

Together, we have spent decades designing parking operations, implementing technology, leading large operational teams, and helping organizations improve customer experiences. Along the way, we also learned that no two communities are alike. The best parking programs are never copied from another city — they are thoughtfully designed around the unique needs, culture, and goals of the community they serve.

That philosophy is particularly meaningful in Flagler Beach.

From reviewing the City's Mobility Plan, historical parking studies, and public discussions, it is clear your community has invested significant time and effort in carefully considering how parking should support residents, visitors, businesses, and the City's long-term vision. We appreciate that thoughtful approach and believe it deserves a partner committed to listening first, collaborating closely, and remaining engaged long after implementation.

As Army veterans, business owners, and operators, we understand the importance of accountability, transparency, and service. Those principles continue to guide how we build relationships with every client and every community we serve.

We appreciate your consideration and would welcome the opportunity to discuss how Peninsula Parking Partners can help the City of Flagler Beach create a parking program that reflects the community's values while supporting its future.

In the interest of full transparency, we want to note two items for the Evaluation Committee's awareness. First, while P3's direct municipal parking experience includes the City of Annapolis, Maryland, that engagement — like our other public-sector references — falls outside the specific 5,000–10,000 population range referenced in Section 5. We have addressed this directly in our Relevant Experience narrative and believe the complexity of our operating experience, at scale and under sustained seasonal pressure, translates meaningfully to Flagler Beach's own operating environment. Second, supporting ownership documentation for our Veteran-Owned Business Preference claim is available for the City's review upon request; given that SOQ submissions become public record under Florida law, we have summarized our veteran ownership percentage in the body of our response rather than including detailed ownership documents in the public submission package.

We are glad to provide any additional detail the Committee needs on either point.

Respectfully,

Jerry South, Co-Founder

Dan Cowens, Co-Founder

Peninsula Parking Partners, LLC

info@parkp3.com | (443) 960-8710

Why Flagler Beach Matters



Preserving Character While Preparing for the Future

Flagler Beach occupies a unique place among Florida's coastal communities.

Residents value its authentic character, local businesses, walkable downtown, and relaxed coastal atmosphere. Visitors are drawn to those same qualities, creating both tremendous opportunity and increasing demands on public infrastructure.

The City's Mobility Plan recognizes that the challenge is not simply accommodating more vehicles — it is creating a transportation system that continues to support residents, businesses, visitors, and quality of life while preserving the community's unique identity.

Likewise, the City's parking initiative is about far more than parking management. It is about creating convenient access to the beach, supporting local businesses, providing a positive visitor experience, protecting neighborhood character, and ensuring City resources are managed responsibly.

We understand those priorities because we have helped communities balance similar objectives throughout our careers.

Our commitment is simple:

Design a parking program that feels like it belongs in Flagler Beach — not one that was copied from somewhere else.

Executive Summary

Built by Operators. Guided by Hospitality.

Peninsula Parking Partners was founded by leaders who have spent their careers building organizations where operational excellence, customer experience, and accountability defined success.

Peninsula Parking Partners, LLC was formed in March 2025 — but the team behind it is not new to this work. P3's Co-Founders bring more than 55 combined years of parking industry leadership and have collectively overseen more than 1,000 parking operations nationally. P3 is the vehicle built specifically to bring that experience directly to municipal partners like Flagler Beach.

Collectively, our leadership has:

- Built one of America's largest hospitality parking organizations — more than 16,000 team members and approximately \$350 million in annual revenue.
- Scaled complex operations serving millions of guests annually.
- Designed and implemented parking and hospitality technology platforms.
- Led large customer-focused organizations across the parking and waterfront industries.
- Worked alongside municipalities, private owners, and destination communities throughout the country.

These experiences shaped a simple philosophy:

Parking should support the community — not define it.

Rather than promoting proprietary technology or predetermined operating models, P3 works collaboratively with each client to design solutions aligned with the community's goals, culture, and long-term vision.

For Flagler Beach, that means balancing:

- Resident experience
- Visitor convenience
- Local business success
- Operational excellence
- Financial accountability
- Community character

The P3 Difference

Hospitality First Every parker is treated as a guest, because every interaction reflects on the City.	Independent Technology We recommend the best technology for Flagler Beach — not the technology we happen to own or resell.
Executive Leadership Clients work directly with the firm's founders, ensuring responsive decision-making and accountability throughout the partnership.	Community Partnership We measure success not only by revenue and compliance, but by resident confidence, visitor satisfaction, and long-term community value.

“Great parking programs aren't measured by the number of citations they issue. They're measured by the confidence they create in the communities they serve.”



Why Peninsula Parking Partners?

Built by Operators Founded by executives who built and led parking operations for one of America's largest hospitality companies — from a single location to more than 1,000 locations and 16,000 team members nationwide.	Hospitality Driven Because parking is part of the visitor experience, not separate from it. Every parker is a guest before they are a transaction.
Technology Independent We recommend the right solution for Flagler Beach — not the solution we happen to own, resell, or have a stake in.	Personally Invested The firm's founders remain directly involved in every client relationship. There is no layer of account managers between you and the people who make decisions.

Community Focused

Programs designed to work for residents, visitors, businesses, and City leadership — not just for the bottom line.

Our Four Brand Pillars

Hospitality Every parker is a guest. That idea shapes everything from how a citation is issued to how a lost visitor is redirected to the beach. Enforcement and hospitality are not opposites — done well, they reinforce each other.	Partnership We become an extension of City Hall, not a vendor working at arm's length. That means being present, responsive, and accountable to the same commissioners and residents the City answers to.
Performance Transparent. Measured. Accountable. Financial reporting, utilization data, and enforcement metrics the City can actually use — not a black box.	Innovation Technology that serves the community, not the vendor's balance sheet. We evaluate platforms based on what fits Flagler Beach's scale and character, not what we're contracted to sell.

What We've Learned

Great Parking Programs Begin With Listening.

The most successful programs reflect the character of the community they serve. Flagler Beach has spent years listening to its residents on this issue — that groundwork deserves a partner who listens next.

Hospitality and Enforcement Can Coexist.

Consistency and professionalism improve compliance while creating a positive experience for residents and visitors alike. One doesn't have to come at the expense of the other.

Technology Should Follow Strategy.

Technology is an enabler, not the objective. The right platform is the one that best supports the City's goals — decided after those goals are set, not before.

Data Should Inform Decisions.

Performance dashboards and utilization data allow the City to adjust policies based on facts, not assumptions — especially useful as Flagler Beach works through rates, hours, and boundaries with its selected partner.

Parking Supports Economic Vitality.

Well-managed parking creates turnover, improves access to local businesses, and enhances the visitor experience — without pricing out the residents who call Flagler Beach home.

Continuous Improvement Matters.

Parking programs should evolve through regular evaluation, seasonal adjustment, and close collaboration with City leadership. What works in year one should be revisited in year two.

KEY PERSONNEL

Leadership That Shows Up

Peninsula Parking Partners is led directly by its four Co-Founders — not by account managers several layers removed from the work. Each brings a distinct discipline to the partnership, and each remains personally engaged in every P3 engagement, including Flagler Beach.

Jerry South, Co-Founder

Founder of Towne Park, which he established in 1988 in Annapolis, Maryland, and grew from a single valet operation into one of the largest parking and hospitality service providers in the country — more than 16,000 team members and approximately \$350 million in annual revenue prior to its sale. Jerry provides strategic guidance on business development, operational structure, and client relationships across P3's portfolio.

Dan Cowens, Co-Founder

Joined Towne Park in 1991 as employee #18 and spent 23 years with the company, rising to VP of Operations and playing a pivotal role in scaling the organization alongside Jerry, contributing directly to its growth to more than 16,000 team members and approximately \$350 million in annual revenue. Dan founded Oasis Marinas in 2014, launching operations in 2015, and grew the company into the largest third-party marina management company in the U.S. (65+ properties) before his exit in 2022. He also launched Snag-A-Slip, a marketplace connecting boaters with 1,000+ marinas. Dan lives in Fernandina Beach, less than 90 minutes from Flagler Beach, and will be personally hands-on throughout the engagement — not just available for quarterly check-ins.

Eric Butler, Co-Founder

Oversees financial strategy, client relationships, and asset-level performance across P3's portfolio, including budgeting, pricing strategy, revenue optimization, and cost control. Eric brings over 10 years of commercial real estate, leasing, and asset management experience, and is Managing Principal of Key Management. His background in acquisitions and valuation grounds P3's approach to treating parking assets as a driver of long-term property performance — not just a transaction point.

Gregory Friedman, Co-Founder

Leads site evaluation, investment underwriting, and day-to-day operational and financial management across P3's portfolio, including the company's private-event and party business. Gregory brings more than 10 years of real estate acquisitions and asset management experience, most recently as Chief Development Officer of Key Management, with prior roles at Fitness Connection USA and JLL/Spaulding & Slye Investments. He holds a B.S.B.A. in Economics from the University of Florida.

For Flagler Beach specifically, P3 will:

- Hire a dedicated, Flagler-based local leader to manage day-to-day operations — recruited from the Co-Founders' national network of parking and hospitality professionals.
- Deploy an experienced transition team, drawn from other P3 markets, to lead onboarding, staff training, and technology setup during the critical first 90 days.
- Maintain direct, ongoing involvement from all four Co-Founders throughout the life of the contract.

(Full-length bios for all four Co-Founders included in the Appendix.)

RELEVANT EXPERIENCE

We Don't Drop In a Playbook. We Build the Program the Community Needs.

Across every engagement — from the busiest hospitality operations in the country to municipal downtowns managing competing demands for the same curb space — P3's leadership has followed the same process: listen, analyze, test, iterate, and repeat until the program fits the place it serves. We have never taken a program built for one city and forced it onto another. Flagler Beach will get a program built for Flagler Beach.

Gaylord Opryland Resort & Convention Center, Nashville, TN

Widely regarded as one of the most complex parking and valet operations in the country, Gaylord Opryland moves thousands of vehicles daily across multiple structures and entry points, serving a resort that operates at convention-center scale. P3 leadership built and managed this operation from the ground up, then replicated and adapted the model as each additional Gaylord property came online nationally — never as a copy-paste rollout, but as a fresh iteration shaped by each property's specific traffic patterns, guest flow, and staffing realities.

Fontainebleau Miami Beach

Among the highest-volume valet and parking operations in South Florida, the Fontainebleau presents extreme peaks, multiple guest-arrival points, and a demanding luxury clientele where service failures are immediately visible. P3 leadership operated at this scale successfully where other operators had previously struggled — a track record that speaks directly to the operational discipline required to manage parking under sustained pressure, not just in ideal conditions.

City of Annapolis, MD — Downtown Mobility & Parking Program

This engagement is the closest analog to what Flagler Beach is undertaking, and the most instructive.

Rather than simply enforcing existing parking rules, P3 leadership designed a multi-tiered mobility program for downtown Annapolis that included:

- A dedicated parking brand created specifically for the City, including custom logos and wayfinding identity — distinct from any P3 or vendor branding.
- Dynamic, real-time signage directing drivers to underutilized City garages and lots during peak periods, so visitors were never sent toward a facility that was already full.
- Shuttle and bus circulation programming to move visitors between parking facilities and downtown destinations.
- Local merchant coordination programming, so downtown businesses were active participants in the mobility strategy rather than bystanders affected by it.
- A downtown valet program allowing guests to drop off at one location and retrieve their vehicle at another — reducing downtown vehicle circulation and congestion at peak times.

This is precisely the kind of thinking the City of Flagler Beach's own 2050 Mobility Plan calls for: a park-once environment, mobility hubs, wayfinding that responds to real conditions rather than static assumptions, and a

downtown that prioritizes people over vehicle storage. P3 has already built this kind of program — not in theory, but in an operating downtown, with real merchants and real visitors, under real seasonal pressure.

A Note on Scale

The City's Request for Qualifications asks respondents to demonstrate experience with at least one similarly-sized city in the 5,000–10,000 population range. We want to address this directly rather than leave it for the Committee to notice on its own.

P3's leadership has intentionally been selective about which municipal parking engagements to take on. Towne Park grew to become one of the largest parking operators in the country primarily within hospitality and healthcare — environments where Jerry and Dan controlled the full guest experience end to end. The one municipal parking program Towne Park built was in Annapolis, Maryland — Jerry's hometown, and the city where Towne Park itself was founded — because the existing program wasn't serving the community well, and Jerry and his team were personally invested in fixing that. That is a smaller sample than a larger national parking operator might point to, but it reflects a deliberate choice: to take on municipal work where the P3 team can be genuinely close to the outcome, not to accumulate contracts at scale.

Flagler Beach's own challenge is not really a small-scale operational problem — it is a small city managing outsized, highly seasonal visitor demand, competing land uses, and a beachfront identity it is determined to protect. That is the kind of complexity P3's leadership has managed directly: at Gaylord Opryland and Fontainebleau Miami Beach, where thousands of vehicles move through a small physical footprint during concentrated peak periods, and in downtown Annapolis, where a compact historic core had to absorb tourism-driven parking demand without losing its character — the same tension Flagler Beach is navigating today.

We'd rather be candid about where our experience sample is smaller than overstate a population match that isn't there. We believe the depth and personal investment behind that experience translates more directly to Flagler Beach's actual operating challenge than a broader portfolio of smaller, more distant contracts would.

Additional Public-Sector Engagements

(Oasis Marinas, pre-P3 — municipal contract management, not parking-specific, included to demonstrate breadth of public-sector operating experience)

- Harbor East Marina — City of Baltimore
- Inner Harbor Marina — City of Baltimore
- Fernandina Beach Marina — Municipal
- Dania Beach Marina — Municipal

CATEGORY 2 — 25 POINTS

Operations & Enforcement Plan

A Program Built With Flagler Beach, Not Handed to It

The City has been direct about what it hasn't yet decided: rates, hours of operation, technology, capital funding, launch timing, and the boundaries of enforcement beyond the general CRA area. That is not a gap in the City's planning — it is the correct sequencing. Operational decisions should follow the selection of a partner, not precede it. P3's Operations & Enforcement Plan is therefore structured in four phases, each designed to convert the City's open questions into a jointly-built program rather than a pre-packaged one.

Phase 1 — Listen & Assess (Months 1–2)

Before a single rate is proposed, P3's transition team will:

- Conduct a full physical inventory of on-street spaces (including the open-paver areas identified in Addendum No. 1) and City-owned lots within the defined boundary — Flagler Avenue (including the west side of S. Flagler Ave south of SR 100), S. 9th Street, A1A, and N. 9th Street.
- Meet individually with the City Manager, Police Department, Finance/Clerk's office, and CRA staff to align on priorities, existing complaints, and known problem areas.
- Attend at least one public City Commission meeting during the transition period to hear resident concerns directly, consistent with the pattern of public engagement the City has already established on this issue.
- Review seasonal traffic and event data (Mobility Plan traffic characteristics, special event calendar) to understand peak demand before proposing hours or staffing levels.

This phase produces a Findings & Recommendations Memo — not a sales pitch — that the City can use to make the rate, hours, and technology decisions Addendum No. 2 defers to this stage.

Phase 2 — Design (Months 2–4)

Working from the City's decisions, P3 will build the operational plan around a small number of fixed commitments the City has already made:

- Residents park free. This is treated as a non-negotiable design constraint, not an afterthought. P3 will stand up the resident exemption system — since the City confirmed no existing exempt-user database exists — including a defined enrollment process (permit sticker, license plate registration, or mobile credential, based on the technology ultimately selected), a renewal cadence, and a process for visitors/guests of residents that avoids putting residents in the position of defending their own driveway.
- Multi-vendor cooperation. The City indicated openness to a cooperative effort among vendors. P3's technology-agnostic structure is built for this — we can operate alongside a separately contracted technology vendor, or manage technology procurement directly, whichever structure best serves the City's cost and control preferences.
- Enforcement boundary. Using the area confirmed in Addendum No. 1 (open-paver on-street spaces, City lots, oceanfront parking), P3 will produce a finalized enforcement map for City sign-off before enforcement begins — closing the gap the City flagged (“no map currently exists”).

Phase 3 — Launch (Targeting Q2 2027, per Addendum No. 2)

- Staffing: a City-based Operations Manager (hired locally, per P3's commitment to on-the-ground leadership) plus field enforcement staff sized to the finalized boundary and hours — not a fixed headcount imposed from outside.
- A 30-day “soft launch” with warnings issued in place of citations wherever legally permissible, consistent with how the City has approached prior transitions from free to paid parking and reflecting the concern raised in Addendum No. 2 about the transition being “filled with drama.”
- Public-facing education: signage, a City-branded information campaign (mirroring the custom wayfinding/branding approach P3 built for downtown Annapolis), and direct outreach to downtown merchants before enforcement is active.

Phase 4 — Operate & Iterate (Ongoing)

- Monthly utilization, revenue, and enforcement reporting to the City (see Technology Integration & Reporting section).
- A defined seasonal review — Flagler Beach's tourism patterns mean summer and shoulder-season operations will differ meaningfully; P3 will propose adjusted hours/staffing ahead of each season rather than applying a static year-round model.
- Annual in-person review with the City Commission, consistent with the City's demonstrated preference for public transparency on this issue.

Enforcement Approach

Enforcement as an Extension of Hospitality, Not a Separate Function

P3's field enforcement staff will be trained first as ambassadors and second as enforcement officers. In practice, this means:

- Visible, not punitive, presence. Uniformed staff who can answer a lost visitor's question about the beach, the Pier, or a local restaurant are also the staff most likely to gain voluntary compliance. This mirrors the operating philosophy P3 leadership applied at Gaylord Opryland and Fontainebleau Miami Beach, where guest-facing staff carried both service and compliance responsibilities.
- Consistent application of the City's existing ordinance. P3 will enforce under the framework already codified in Chapter 19 of the City Code — the adopted civil penalty schedule (Sec. 19-40) and the Local Hearing Officer contest process (Sec. 19-41, 19-42) — rather than introducing a separate P3-specific enforcement regime. Any new paid-parking violations will be brought to the City for a formal ordinance amendment and civil penalty designation before enforcement begins, ensuring due process is preserved and the program rests on clear legal authority.
- Technology-assisted, not technology-led. Where License Plate Recognition or electronic citation tools are deployed, they support officer judgment — they do not replace it. Exempt residents, marked vehicles, and edge cases (a resident's guest, a delivery vehicle, a first-time visitor confused by new signage) require a human decision, not an automated citation.
- Escalation path. P3 field staff report to the City-based Operations Manager, who maintains a direct line to the Flagler Beach Police Department for any incident requiring law enforcement involvement, consistent with the City's existing authority structure under Sec. 19-21.

Customer Service Standards

- A dedicated phone line and digital contact point staffed during all hours of enforcement, with same-business-day response commitments.
- A structured dispute/inquiry process that runs parallel to, and does not interfere with, the resident's statutory right to a Local Hearing Officer contest under Sec. 19-41.
- Multilingual signage and communications materials appropriate to Flagler Beach's visitor base.
- Quarterly “voice of the community” review — informal, low-cost check-ins with downtown merchants and residents (not a substitute for the City's own Community Engagement Plan requirements, but a supplementary feedback loop P3 maintains independently).

Revenue Management & Reconciliation

- Reconciliation of all revenue collection points against transaction-level data, with frequency to be finalized with the City — historically monthly in comparable municipal engagements.
- Segregated handling procedures with dual-control cash handling where physical collection exists, and PCI-compliant handling for electronic payments.
- Monthly financial summary delivered to the City Finance Department/Controller, structured to match the City's existing reporting and audit expectations.
- Full financial audit rights reserved to the City, consistent with public-sector engagements P3 leadership has managed previously.

CATEGORY 3 — 20 POINTS

Technology Integration & Reporting

The Right Technology for Flagler Beach — Not the Technology We Happen to Sell

P3 does not own, resell, or hold a financial stake in any parking technology platform. That independence is deliberate. It means our technology recommendation is built around what fits Flagler Beach's scale, seasonality, and community character — not around which vendor pays us the largest commission.

Our approach to technology selection follows the same process we bring to every operational decision: listen, recommend, evaluate together, decide together.

Step 1 — Understand the Use Case

Before recommending any platform, P3 will map Flagler Beach's specific operating conditions:

- A mix of on-street open-paver spaces and off-street lots, not a single garage or structure.
- A resident population that must never be charged, requiring a reliable, low-friction exemption method.
- Significant seasonal swings in visitor volume, meaning the platform must perform reliably at both a quiet Tuesday in February and a packed Fourth of July weekend.
- A “beach-town character” the City has been clear it wants preserved — meaning hardware and signage should feel like part of Flagler Beach, not like an airport parking garage.
- The City's ordinance framework (Chapter 19), which any enforcement technology must support without requiring a wholesale rewrite of existing City Code.

Step 2 — Recommend the Top Use Cases

Rather than presenting a single vendor, P3 will bring the City a short list of technology approaches, each mapped to a specific use case, with the tradeoffs made explicit:

- Pay-by-plate / License Plate Recognition (LPR): Best suited for on-street enforcement across dispersed open-paver spaces, since it eliminates the need for physical permits or displayed receipts and allows mobile enforcement across a wide area efficiently. Tradeoff: higher upfront technology cost, and requires a clean, well-maintained resident/exempt database to avoid false citations.
- Mobile app / pay-by-cell: Low hardware cost, familiar to most visitors, and easy to update remotely as rates or hours change. Tradeoff: excludes visitors less comfortable with smartphone payment, so typically paired with a secondary option (kiosk or attendant) rather than deployed alone.
- Kiosk-based payment: Familiar, visible, and doesn't depend on visitors having a smartphone or app installed. Tradeoff: higher maintenance and vandalism exposure in a beachfront environment, and slower to update than app-based systems.
- Hybrid approach: Many comparably-sized coastal communities land on a combination — app-based payment as the primary path with a small number of kiosks at high-traffic lots for visitors without smartphone access, paired with LPR for on-street enforcement. This is frequently where the best fit lands for a City with Flagler Beach's profile, but the final structure should be confirmed against the City's own priorities, not assumed in advance.

Step 3 — Evaluate Together

P3 will facilitate a structured evaluation with City staff, including:

- Live demonstrations from qualified vendors (P3 will identify candidates; the City retains full input on which vendors are invited).
- Reference checks with comparably-sized coastal municipalities currently using each platform under consideration.
- A total cost of ownership comparison — not just sticker price, but ongoing transaction fees, maintenance, hardware replacement cycles, and data/reporting costs — addressing directly the capital cost range the City has already flagged as a concern (Addendum No. 2, Question 4).
- An explicit resident-exemption compatibility check for each option, since this is a non-negotiable requirement, not a nice-to-have.

Step 4 — Decide Together

The final platform selection is made jointly with the City — not delivered as a fait accompli. P3 will recommend the top use cases we believe will work best for Flagler Beach, evaluate the options together with City staff, and make the final choice of the best technology platform that fits the needs of the Flagler Beach community — informed by our operational experience deploying and troubleshooting these systems in the field, not just reading a vendor spec sheet.

Reporting & Data

Regardless of which platform is ultimately selected, P3 will provide the City with:

- Monthly Operations Report — utilization by lot/zone, revenue by collection method, enforcement activity (warnings vs. citations, by location), and resident exemption activity.
- Quarterly Trend Analysis — seasonal demand patterns, peak-hour data, and recommendations for hours/staffing adjustments ahead of the next season.
- Real-Time Dashboard Access — City staff granted direct, read-only access to utilization and revenue data, rather than waiting for a monthly PDF.
- Annual Program Review — presented in person to the City Commission, consistent with the transparency the Commission has demonstrated throughout the RFQ process.

All reporting will be structured to integrate with the performance measures the City is already developing through the 2050 Mobility Plan's Quality of Service standards — so parking data contributes to the City's broader mobility picture rather than existing in a separate silo.

CATEGORY 7 — 15 POINTS

Community Engagement Plan

Earning Trust Before Earning Compliance

Flagler Beach has already done the hard part. Over the past decade, the City has held public discussions on paid parking, commissioned a 2015 Parking Committee Report, developed a 2050 Mobility Plan built on resident and stakeholder input, and continued that conversation through Commission meetings covered by local media. The City's own materials capture the central tension directly: residents value Flagler Beach's "unique, eclectic, friendly, hometown feel," and some worry that parking management could work against that identity.

P3's Community Engagement Plan starts from a simple premise: that concern is legitimate, and the program should be designed to answer it, not talk over it.

Phase 1 — Listen Before Launch (Pre-Implementation)

Before any enforcement begins, P3 will:

- Conduct a listening tour, not a presentation tour. This means small, informal sessions with downtown merchants, the Chamber of Commerce, HOA/neighborhood representatives, local churches and faith communities, and residents in areas adjacent to the enforcement boundary — structured to gather concerns, not just announce decisions already made.
- Attend existing City Commission meetings during the transition period rather than asking the City to create new forums on our behalf, respecting the public process the City has already built.
- Review and build on prior public input, including the findings reflected in the 2015 Parking Committee Report and the community engagement already embedded in the Mobility Plan, so residents are not asked to repeat feedback they've already given the City over the past decade.
- Identify the specific businesses, residents, and institutions most affected by the finalized enforcement boundary (Flagler Ave, S. 9th St, A1A, N. 9th St) for direct, individual outreach — not just a mass mailer.

Phase 2 — Communicate Clearly (Pre-Launch & Soft Launch)

- Plain-language public materials explaining what's changing, what isn't (residents park free, always), and exactly where enforcement applies — using the finalized map developed in the Operations & Enforcement Plan.
- Merchant-specific materials and briefings, so downtown businesses can inform their customers directly and aren't caught off guard by resident or visitor questions they can't answer.
- Multilingual signage and materials appropriate to Flagler Beach's visitor base, consistent with the accessibility goals already reflected in the City's Mobility Plan.
- A dedicated community information line and webpage, separate from the enforcement dispute process, specifically for residents and businesses to ask questions before they become complaints.

Phase 3 — Build Local Ownership, Not Just Local Compliance

This is where P3's Annapolis experience applies directly. In downtown Annapolis, P3 leadership didn't simply enforce a City parking policy — it built a City-specific parking brand, complete with its own identity and

wayfinding, distinct from any vendor branding, and developed local merchant programming so businesses were active participants in the mobility strategy rather than bystanders affected by it.

For Flagler Beach, that translates to:

- A Flagler Beach–specific program identity — not a “P3” or generic vendor-branded rollout, but signage, materials, and a public-facing name that feels like it belongs to the City, reflecting the “Old Florida,” beach-town character residents have repeatedly said they want preserved.
- Merchant partnership programming, such as coordinated validation options, merchant-specific communications, and a direct feedback channel so business owners can flag emerging issues before they become entrenched complaints.
- Resident advisory input during the first year, giving residents a standing, low-friction way to flag issues as the program launches — not a one-time comment period that closes once the contract is signed.

Phase 4 — Stay Engaged After Launch

Community engagement does not end at go-live. On an ongoing basis, P3 will:

- Provide quarterly community updates to the City Commission and public, summarizing utilization, feedback themes, and any adjustments made in response to community input — building on the transparency already established through this RFQ process.
- Maintain the direct community information line for the life of the contract, not just the launch period.
- Conduct an annual resident and merchant survey, with results shared publicly and used to inform the seasonal operational adjustments described in the Operations & Enforcement Plan.
- Participate in relevant City events (farmers markets, community meetings) where residents naturally gather, rather than requiring residents to seek out a City Hall meeting to be heard.
- Include churches and other community institutions in the standing outreach list for quarterly updates and the annual survey, alongside merchants and residents.

Why This Matters to Flagler Beach Specifically

The City's own materials make clear that this is not a generic parking rollout — it's a decision layered on top of years of public deliberation about what kind of community Flagler Beach wants to remain. A parking partner that treats community engagement as a checkbox — a public notice, a single town hall, a comment box — risks undoing years of the City's own trust-building work in a matter of months.

P3's approach is built on the same principle that shaped Jerry and Dan's work at Gaylord Opryland, Fontainebleau Miami Beach, and downtown Annapolis: the program isn't finished when it launches — it's finished when the community stops noticing it as an imposition and starts experiencing it as something that works.

COMPANY PROFILE

Company Profile

Peninsula Parking Partners, LLC (“P3”) is a Maryland limited liability company formed in March 2025 and headquartered at 2600 Insulator Drive, Baltimore, MD 21230. While the entity is newly formed, its Co-Founders bring a combined 55+ years of direct parking and hospitality operations leadership, including the scaling of Towne Park to more than 16,000 team members and approximately \$350 million in annual revenue, and the founding and growth of Oasis Marinas into the largest third-party marina management firm in the United States. P3 will register as a foreign entity authorized to do business in the State of Florida in connection with this engagement; that registration, along with the associated Florida business license, is currently pending and will be completed prior to contract execution.

Item	Detail
Legal Entity Name	Peninsula Parking Partners, LLC
State of Formation	Maryland
Date Formed	March 2025
Florida Authority to Do Business	Application pending; anticipated completion prior to contract execution
Principal Address	2600 Insulator Drive, Baltimore, MD 21230
Ownership Structure	Four Co-Founders — Jerry South, Dan Cowens, Eric Butler, and Gregory Friedman

Veteran-Owned Business Preference Documentation

Peninsula Parking Partners, LLC is majority-owned by U.S. military veterans. Co-Founders Jerry South and Dan Cowens, both U.S. Army veterans, collectively hold more than 65% ownership of the company — well in excess of the City's 50% ownership threshold — and each individually holds an ownership stake exceeding the 25% Principal threshold required for Veteran-Owned Business preference under Section 7 of this RFQ.

- Veteran Status Verification: Conducted via ID.me, consistent with current standards for veteran identity verification.
- Ownership Confirmation: Available for the City's review upon request, consistent with standard procurement practice for ownership documentation containing confidential financial information.

CATEGORY 6 — 10 POINTS

References & Past Performance

Primary Parking Operations References — Towne Park

	Gaylord Opryland / Marriott	Fontainebleau Miami Beach	City of Annapolis, MD
Scope	Large-scale valet & self-park operations across multiple resort/convention structures	High-volume valet & self-park, luxury resort environment	Downtown mobility & parking program — on-street + off-street, shuttle/bus circulation, wayfinding, downtown valet, merchant coordination
Relevance	Largest/most complex hospitality parking operation	High-volume, high-stakes valet under sustained peak demand	Closest municipal analog to Flagler Beach — direct municipal parking operations experience
Contact	Mike Stengel	Mary Rogers	Mike Mallinoff, City of Annapolis

	Gaylord Opryland / Marriott	Fontainebleau Miami Beach	City of Annapolis, MD
Phone / Email	stengelmike0@gmail.com / 917.545.9859	MRogers@fontainebleau.com / 786.417.4211	mmallinoff@annapolis.gov / (410) 263-7939

Additional Public-Sector Engagements — Oasis Marinas / Latitude

(Municipal contract management, customer service, and revenue reconciliation experience — not parking-specific, included to demonstrate breadth of public-sector operating experience.)

Engagement	Owner	Contact	Phone / Email
Harbor East	City of Baltimore (ground lease w/ private developer)	Tim O'Donald	TOdonald@harboreast.com / 443.602.4361
Inner Harbor Marina	City of Baltimore (ground lease w/ MCB Real Estate)	Adam Genn, MCB Real Estate	agenn@mcbrealestate.com / 410.935.8167
Fernandina Beach Marina	Municipal	Jeremiah Glisson	JGlisson@fbfl.org / 904-321-6800
Dania Beach Marina	Municipal	Cassi Warren	CWarren@daniabeachfl.gov / 407.690.7048

APPENDIX

Appendix — Key Personnel

Jerry South

Co-Founder, Peninsula Parking Partners

Jerry South is one of the foremost parking and hospitality industry leaders in the United States, with more than 35 years of experience developing and scaling large-scale parking and service operations.

Jerry founded Towne Park in 1988 in Annapolis, Maryland, starting with a single valet stand. Under his leadership, Towne Park grew into one of the largest parking and hospitality service providers in the country — more than 16,000 team members and approximately \$350 million in annual revenue — prior to its sale to a private equity firm, one of the highest-profile transactions in the history of the parking industry.

Jerry's expertise spans operational strategy, labor logistics, client partnerships, and scaling service-based businesses across hospitality, healthcare, and mixed-use environments. Central to Towne Park's growth was his ability to solve complex operational problems while building genuine trust with municipal and commercial partners alike — including leading the design and implementation of Towne Park's only municipal parking and mobility program, in downtown Annapolis.

At Peninsula Parking Partners, Jerry provides strategic guidance on business development, operational structure, and client relationships across the firm's portfolio, with direct, hands-on involvement in every engagement.

U.S. Army Veteran.

Dan Cowens

Co-Founder, Peninsula Parking Partners

Dan Cowens is a seasoned entrepreneur and operations leader with a proven track record scaling large-scale parking, hospitality, and infrastructure businesses.

Dan joined Towne Park in 1991 as employee #18 and spent 23 years with the company, rising to VP of Operations. In that role, he played a pivotal part in scaling the organization to more than 16,000 team members and approximately \$350 million in annual revenue, with direct responsibility for business development, process efficiency, and customer experience across the company's national footprint.

In 2014, Dan founded Oasis Marinas, launching operations in 2015 and growing the company into the largest third-party marina management firm in the United States, overseeing 65+ properties before his exit in 2022. He also launched Snag-A-Slip, a digital marketplace connecting boaters with 1,000+ marinas nationwide.

Dan holds an MBA from the Robert H. Smith School of Business, University of Maryland, and a B.A. in Psychology from Salisbury University. He lives in Fernandina Beach, Florida — less than 90 minutes from Flagler Beach — and will be personally, directly involved throughout the life of this engagement.

U.S. Army Veteran.

Eric Butler

Co-Founder, Peninsula Parking Partners

Eric Butler oversees financial strategy, client relationships, and asset-level performance across P3's portfolio, including budgeting, pricing strategy, revenue optimization, and cost control.

At P3, Eric leads client onboarding, contract structuring, and ongoing account management, working closely with property owners and municipal partners to align operations with broader asset and community objectives. He is also actively involved in evaluating new business opportunities and structuring partnerships across the firm's growing portfolio.

Eric brings over 10 years of experience in commercial real estate, leasing, and asset management. He is Managing Principal of Key Management and has previously held leadership roles at JCR Companies and Argonaut Advisors. He holds a Master's in Real Estate Finance from Georgetown University and a B.S. in Business Administration with a Finance emphasis from the University of Colorado Boulder – Leeds School of Business, with international coursework at the Prague University of Economics and Business.

His background in acquisitions, valuation, and asset strategy grounds P3's approach to treating parking operations as a driver of long-term asset and community value — not simply a transactional service contract.

Gregory Friedman

Co-Founder, Peninsula Parking Partners

Gregory Friedman leads site evaluation, investment underwriting, and day-to-day operational and financial management across P3's portfolio, including budgeting, pricing strategy, revenue optimization, and cost control at the asset level.

Gregory sources and structures new engagements, builds the operational and financial framework behind each P3 location, and manages the firm's private-event and party business — a supplementary revenue stream extending beyond core parking operations.

He brings more than 10 years of experience in real estate acquisitions, development, and asset management. He currently serves as Chief Development Officer of Key Management, and has previously held acquisitions and strategy roles at Fitness Connection USA and JLL/Spaulding & Slye Investments, where his work included underwriting office, retail, industrial, and multifamily acquisitions nationally. Gregory holds a B.S.B.A. in Economics, with minors in Leadership and Entrepreneurship, from the University of Florida.



Staff Report

City Commission Workshop Meeting

August 11, 2026

To: City Commission
From: Dale Martin, City Manager
Meeting Date: August 11, 2026
Item Name: LAZ Parking - 30 minute presentation — 15 minute Q & A

Background:

Fiscal Impact:

Staff Recommendation:

Attachments:

1. City of Flagler Beach x LAZ Florida



CITY OF FLAGLER BEACH



RFQ #26-0106

PARKING OPERATIONS & ENFORCEMENT SERVICES



PRESENTED BY :

LAZ FLORIDA PARKING LLC
404 Washington Ave., Suite 640
Miami Beach, FL 33139
Office: (305) 913-4882 | Fax: (305) 913-4887

Section I

COVER LETTER

LETTER OF TRANSMITTAL

July 2nd, 2026

City Clerk
City of Flagler Beach
105 South 2nd St,
Flagler Beach, FL 32136

RE: Statement of Qualifications – RFQ #26-0106, Parking Operations & Enforcement Services

To Whom It May Concern:

Thank you for the opportunity to submit this Statement of Qualifications for Parking Operations and Enforcement Services to the City of Flagler Beach ("City"). We have reviewed RFQ #26-0106 in its entirety and are fully prepared to meet every obligation set forth by the City. Your intent is clear: to select a parking management partner capable of delivering professional, technology-enabled operations that serve the unique character of Flagler Beach. That is precisely the kind of partnership LAZ Parking was built to deliver.

As the largest privately held parking company in the United States, LAZ manages more than 2.1 million parking spaces across 44 states and 639 cities, generating over \$3 billion in annual revenue on behalf of our clients. These are not simply statistics — they represent decades of institutional knowledge, refined operational systems, and relationships built on accountability and performance. Within the Florida municipal sector specifically, LAZ has built an active portfolio of public-sector parking programs, each designed around the principle that professional parking management must serve the community first.

Why LAZ is the right choice for the City of Flagler Beach:

Coastal Community Experience. Our experience in coastal communities is particularly relevant here: in Destin, Florida, we operate under conditions directly analogous to Flagler Beach — high seasonal volume, beachfront access demands, enforcement-sensitive environments, and a community that expects professional service without sacrificing local character. We understand that parking in a destination city is not a back-office function; it is a front-line touchpoint that shapes how residents, visitors, and property owners experience their city.

Resident-First Service Design. Our approach to Flagler Beach begins with what matters most to the City: reliable enforcement, transparent revenue management, and a customer experience built around the people who call this community home. The exemption program for City property owners and long-term renters is not an administrative complexity to us — it is a community commitment we are prepared to design, implement, and honor from day one. We have built similar stakeholder-sensitive programs in other municipalities and understand that local trust is earned through consistency, communication, and accountability.

Technology and Transparency. Technology is a core capability, not an afterthought. LAZ brings integrated payment platforms, License Plate Recognition enforcement tools, and real-time reporting dashboards that give City staff the visibility they need to make informed operational decisions. We will work alongside City leadership to tailor these systems to Flagler Beach's specific infrastructure and reporting requirements — not deploy a generic off-the-shelf solution and walk away.

Municipal Expertise. LAZ has managed municipal parking operations across Florida and the Southeast for over a decade, exceeding the minimum qualification threshold in every category established by this RFQ. Our municipal operations are led by experienced professionals who understand the regulatory, political, and community dynamics unique to public-sector engagements — and our regional Florida leadership maintains direct, hands-on involvement in every client relationship we hold.

Financial Strength and Transparency. LAZ is financially stable and well-insured, backed by a \$300M revolving credit facility with JPMorgan Chase Bank. We will provide all required proof of insurance and are prepared to provide a redacted sample invoice from a comparable operation clearly delineating all payroll, payroll burden, benefit expenses, and operational costs. Our financial reporting is fully transparent, with monthly and annual summaries prepared to City specification and auditable revenue reconciliation provided on a schedule determined in contract.

We confirm there are no joint venture partners associated with this submission. LAZ has reviewed RFQ #26-0106 in full, takes no exceptions to its terms, conditions, or specifications, and is fully committed to performing all services as described. We are grateful for the opportunity to be considered and look forward to earning the City of Flagler Beach's trust and its business.

Sincerely,



Luis Macedo
Regional Vice President, Florida

Federal Tax Identification Number: 26-1172679
Office Address: 404 Washington Avenue, Suite 640, Miami Beach, FL 33139
Primary Contact Information: Luis Macedo
Regional Vice President, Florida
(786) 566-3189
LMacedo@lazparking.com

Section II

COMPANY PROFILE

COMPANY PROFILE



On the following pages, we detail our experience and qualifications across every facet of RFQ #26-0106, including beachfront, on-street, and off-street parking operations and management; parking enforcement and citation administration; License Plate Recognition and technology integration; pay station and mobile payment program management; resident and property owner exemption program administration; revenue collection, reconciliation, and remittance; and regulatory compliance and reporting. LAZ understands the full scope of services the City of Flagler Beach is seeking and will address each requirement comprehensively in our response.

LAZ is licensed to do business in the state of Florida and will obtain any required business tax receipt for the City of Flagler Beach prior to the commencement of service. LAZ will deploy a dedicated on-site management team to oversee daily operations across all approximately 400 parking spaces within the City's Community Redevelopment Area — providing a consistent, accountable point of contact for City staff, residents, and the visiting public. All customer service matters will be managed through our on-site team and our 24-hour, 7-day-a-week Customer Service Call Center.

LAZ will deliver comprehensive weekly, monthly, and annual operational and financial reports as required by the City, and will coordinate all adjustments to parking rates, ordinances, or enforcement policies as directed. Where LAZ proposes the purchase of equipment, software, or technology — including parking management platforms, LPR enforcement devices, pay stations, and revenue control systems — all acquisitions will require prior City approval. Program-specific purchases shall remain the property of the City upon contract termination.

LAZ will conduct an annual review of the effectiveness of our internal controls, performed by a certified independent accountant, with a copy of the report provided to the City's designated finance representative in accordance with applicable attestation standards. LAZ also agrees to assist City staff with updates to parking rates and ordinances as reflected in the City's parking program framework.

CREATE OPPORTUNITIES FOR OUR EMPLOYEES AND VALUE FOR OUR CLIENTS.



Create Opportunities for Employees

It's one thing to give people a job. It's another to focus on creating opportunities for personal growth once people are hired. LAZ Parking is extremely proud of our employees and their commitment to the company. All of our founders and partners have spent their entire careers working and growing from within the LAZ family.

Create Value for Our Clients

We believe in nurturing long-term relationship based on building trust and creating value for our clients and customers. Our formula is simple: Step into the shoes of our clients and protect their best interests. Everything good flows out of that philosophy.

Fast Facts

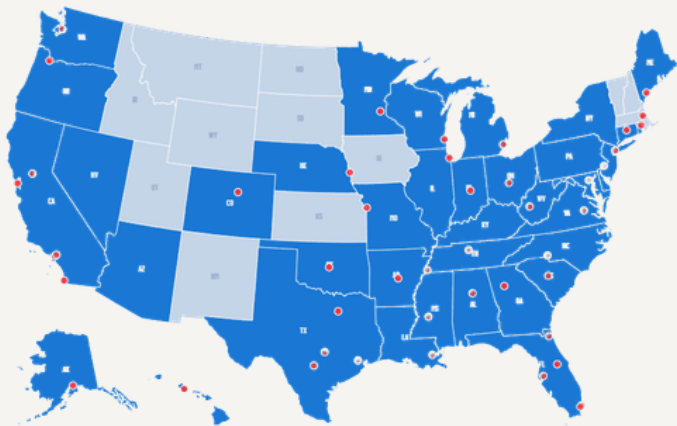
Company Overview & At-A-Glance Statistics



BY THE NUMBERS

PARKING SPACES 2.1M Managed Nationwide	LOCATIONS 5,300+ Across N. America
EMPLOYEES 20,000+ Team Members	ANNUAL REVENUE \$3B Managed Revenue
U.S. STATES 44 State Presence	CITIES 639 City Footprint
PROVINCES 8 Canadian Provinces	PORTFOLIO MIX Managed Leased & Owned

MUNICIPAL CLIENTS



SERVICE LINES

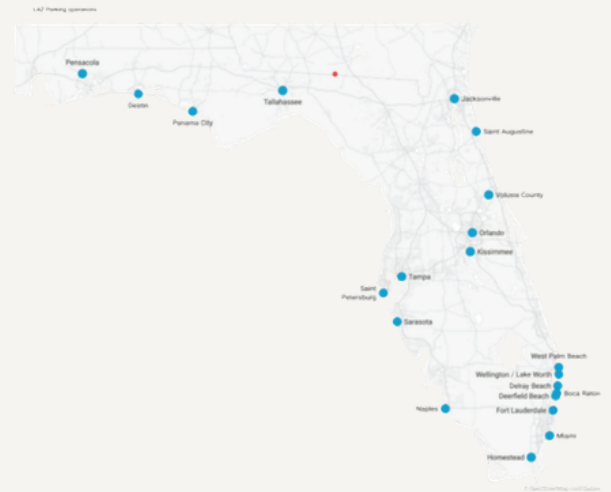
- GOVERNMENT
- HOSPITALITY
- HEALTHCARE
- AIRPORTS
- TRANSPORTATION
- UNIVERSITIES
- LIVE! EVENTS
- TECHNOLOGY
- MIXED-USE



Founded in 1981 near Hartford, Connecticut on a straightforward conviction: that exceptional people produce exceptional results. Over more than four decades, that founding principle has shaped every aspect of how we operate — one of consistent growth, operational discipline, and an enduring commitment to the communities and clients we serve. That track record is not incidental to who we are; it is the foundation on which every new partnership is built.

PROVEN FLORIDA PRESENCE

LAZ has built an extensive footprint in Florida over the years, and we continue to leverage our experience and best practices to serve our clients. We have more than 50 managers and 1,000 employees in Florida and continue to expand our footprint. LAZ has several office locations in Florida, including Pensacola, Jacksonville, Destin, Daytona Beach, Tampa / St. Petersburg, Panama City, Destin, Tallahassee, Orlando, St. Augustine, Naples, Orlando, Miami Beach and more.



STATEWIDE SUPPORT

We have a wide network of resources across the state, giving us rapid, effective support when needed. A few prime examples of what LAZ can do:



AUGUST 2024

LAZ was awarded the Gameday Operations for Florida State University located in Tallahassee, Florida. At the time, LAZ had no operations in Tallahassee, with our closest operation located at the Panama City Airport. The LAZ Florida team came together, as we worked collaboratively to hire 65 attendants, 3 supervisors, and 1 manager (all local) within a 3-week timeframe prior to the Opening Day game over Labor Day Weekend.



MARCH 2026

World Baseball Classic – LoanDepot Park in Miami was among the 3 hosting stadiums for the 2026 World Baseball Classic (WBC). This year the WBC set a new all-time attendance record with 1,619,839 fans, a 24% increase over the previous record set in 2023. LoanDepot hosted in all 3 rounds of the tournament, hosting Pool D, both Quarterfinals, both Semifinals and the Championship game. Miami averaged 25,080 fans per game during pool play and was particularly busy during the Semifinal and Championship games. LAZ as LoanDepot's parking and traffic management team, staffed each day according to projected attendance rates, having as many as 110 staff, 10 managers, multiple directors, and even Luis Macedo, our Regional Vice President all collectively working alongside every team member and leading by example. The operational success achieved is a testament to what LAZ can do not just because of our resources and experience, but because of the cultural values we collectively share.

NATIONAL LEADERSHIP IN GOVERNMENT PARKING

LAZ's municipal practice is led by Robert Maroney, CAPP, Vice President of Government Services. Rob brings more than 20 years of direct municipal parking experience spanning every dimension of the discipline — city employment, parking authority management, consulting, system installation, and full program implementation. In his role, Rob leads our public agency client relationships and advances LAZ's Public-Private Partnership initiatives at the national level.

OUR COMMITMENT TO MUNICIPAL CLIENTS

Government Expertise

LAZ's Government Services team brings decades of experience operating some of the largest and most complex parking systems in the United States. We understand the magnitude these operations have on a community, and we take that responsibility seriously.

Customer Service

Our frontline teams are hospitality-trained professionals with a genuine passion for service. We hire for attitude, train for skill, and hold ourselves accountable to the communities we serve.

Revenue Integrity & Accountability

LAZ offers industry-leading revenue control and financial auditing processes specifically designed for on- and off-street municipal programs, giving our clients complete confidence in the accuracy and transparency of their parking revenue.

Marketing & Occupancy

We develop customized marketing programs for each market we serve, designed to maximize facility utilization, increase revenue, and promote public parking as a community asset.

Diversity & Inclusion

LAZ is committed to building partnerships with minority and disadvantaged businesses. With more than 75% of our employees in minority categories, diversity is not a policy — it is who we are.



RECOGNITION & EXPERTISE

We have also been externally recognized as an industry leader. Several members of our team have earned the Certified Administrator of Public Parking (CAPP) designation. Our company is also an IPMI recognized organization, an Accredited Parking Organization (APO) and part of the National Cooperative Purchasing Alliance.



ACCREDITED PARKING ORGANIZATION (APO) WITH DISTINCTION. LAZ Parking is an Accredited Parking Organization with Distinction (APO) and is nationally recognized for its best practices in responsible parking management, operational excellence, customer experience, sustainability, safety, and security. The APO with Distinction designation recognizes organizations that demonstrate exceptional professionalism, industry knowledge, and adherence to best practices in parking operations.

OMNIA PARTNERS. LAZ Parking is a vendor and partner with OMNIA Partners, previously NCPA (National Cooperative Purchasing Alliance). As an ally in the purchasing process, OMNIA Partners is dedicated to optimizing procurement for organizations and improve the way clients identify, evaluate, and procure what they need at the best value. Visit www.omniapartners.com for more information.

2021 AWARDS OF EXCELLENCE WINNER. LAZ Parking was also recognized as an organization by the IPMI with 2021 IPMI Awards of Excellence. These awards showcase outstanding parking and transportation facilities and innovative programs to further the parking, transportation, and mobility industry. If desired, LAZ Parking can provide local parking staff – and even other County municipal employees – with IPMI instructor led training courses. These trainings can deliver value and complement our current industry-renowned in-house training programs like LAZ University.

2024 IPMI AWARD OF EXCELLENCE – HONORABLE MENTION. In 2024, LAZ Parking's innovative Drive Safety Forward Campaign received an honorable mention in the Mobility, Transportation, or Parking Program category (sub-category: Human Resources) for its dedication to excellence and commitment to advancing safety standards. The Drive Safety Forward Campaign speaks to LAZ Parking's ongoing commitment to innovation, emphasizes the importance of safe driving practices and team members' well-being within our organization. This campaign embodies our core values and underscores our drive to set new standards in mobility, transportation, and parking services.

CAPP CERTIFICATION. Certified Administrators of Public Parking (CAPP) individuals represent the best of the industry advancing the profession and leading with innovation, professionalism, and expertise. LAZ Parking launched a new national program for CAPP certification built specifically for municipal managers, directors, and leaders, which will only increase the knowledge of our qualified team. As a company, we currently have 35+ managers that are either CAPP or CPP certified. We currently have several other managers/executives within LAZ Parking that are going through the CAPP program.

LAZ UNIVERSITY CREDIT. LAZ Parking partnered with IPMI and our LAZ University training program provides employees with credit toward their CAPP certification. Receiving up to 10 credits toward this certification greatly expands the skillset of our management team and opens the door for unique continued professional leadership opportunities.

Section III

RELEVANT EXPERIENCE

COMPANY BACKGROUND & EXPERIENCE

LAZ Parking is one of the nation's premier operators specializing in parking services for municipalities and government agencies. As the largest privately owned parking operator in the United States, LAZ brings more than 40 years of experience managing on- and off-street parking systems, garages, enforcement programs, technology integration, and customer service across more than 639 cities nationwide. We manage more than 2.1 million parking spaces across 44 states, generating over \$3 billion in annual revenue — including more than 165 active municipal contracts and over 350,000 spaces under municipal management. We manage every part of a municipal parking program in-house — citation management, permitting, enforcement, collections, technology integration, maintenance, and public service. The City of Flagler Beach gets LAZ, not a subcontractor.

A PROVEN FLORIDA PRESENCE

LAZ's Florida footprint is extensive and growing. We have more than 50 managers and 1,000 employees across the state, operating in communities that range from major urban centers to boutique coastal destinations with the kind of distinct community identity that Flagler Beach embodies. Our Florida municipal portfolio includes active contracts in the City of South Miami, City of Coral Gables, City of Destin, and Mizner Park — communities where LAZ has demonstrated the ability to deliver results while remaining responsive to the specific character and expectations of each community we serve.

The depth of this Florida experience is not incidental. It means LAZ arrives in Flagler Beach with established vendor relationships, trained regional personnel, and operational infrastructure already in place — not promises to build them. Our South Florida regional team, based at 404 Washington Avenue, Suite 640, Miami Beach, Florida, is positioned to support this program from day one with the resources of a national operator and the responsiveness of a local one.

A TRACK RECORD BUILT ON RETENTION

The most meaningful measure of a parking operator's performance is whether their clients choose to keep them. LAZ has never had a municipal or government contract terminated prior to expiration. In the past five years, one municipal client elected not to renew — a decision driven entirely by that city's choice to bring parking operations in-house rather than continue with a management partner. That record speaks for itself. Our client retention is not the result of contractual obligation — it is the result of consistent performance, responsive communication, and a genuine commitment to the success of every community we serve. We do not take partnerships for granted, and we do not wait for problems to arise before we act. That is the standard LAZ brings to Flagler Beach.

City of Destin

Municipal Parking Management

THE CLIENT

Destin is a high-energy coastal city on Florida's Emerald Coast, anchored by some of the state's most visited beaches and a commercial corridor that draws millions of visitors annually. With dramatic seasonal swings in demand, a tourism-dependent local economy, and beachfront access that requires precise operational coordination, Destin demands a parking operator capable of scaling rapidly, enforcing consistently, and delivering a visitor experience that reflects the city's reputation as one of Florida's premier destinations.

LAZ's Role

LAZ manages parking operations and enforcement for the City of Destin — a coastal Florida community with significant seasonal tourism demand, beachfront access pressures, and an enforcement-sensitive environment directly analogous to Flagler Beach. Our scope includes on-street parking management, pay station operations, LPR-enabled enforcement, citation issuance and processing, and regular reporting to City staff. Destin's seasonal population swings — from a permanent base of approximately 15,000 to peak tourist volumes many times that figure — required LAZ to build a staffing and operations model that scales responsively without sacrificing consistency or service quality. That same model is directly applicable to Flagler Beach's CRA corridor.



MODERNIZATION OUTCOMES

LAZ transformed parking operations in Destin through a strategic shift in operations and payment technology, delivering a 91% increase in gross revenue and an 83% increase in transactions. The results stand as one of the most measurable modernization outcomes in LAZ's Florida portfolio, demonstrating what intentional change management can produce when technology selection, staff training, and community communication are executed in concert.

91%

Increase in gross revenue following technology and operations transition

83%

Increase in parking transactions, reflecting broader utilization and compliance

City of South Miami

Long-term municipal parking management

THE CLIENT

South Miami is a vibrant, walkable municipality within Miami-Dade County, home to a thriving downtown commercial corridor along Sunset Drive. With consistent demand from residents, retail visitors, and dining patrons, the city requires parking operations that are reliable, tech-forward, and fully aligned with its commitment to a seamless urban experience.

LAZ's Role

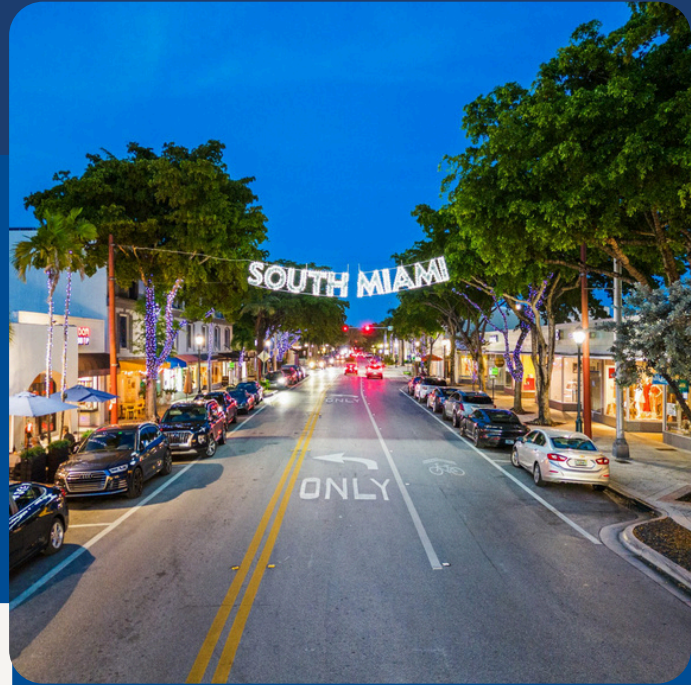
LAZ Parking has served as the City of South Miami's parking management partner since 2006, providing comprehensive on-street and off-street parking operations, enforcement services, revenue management, and technology implementation. Our nearly two-decade presence reflects a relationship built on consistent performance, trust, and a shared commitment to the community.

480

OFF-STREET
PARKING SPACES

380

ON-STREET
PARKING SPACES
DOWNTOWN



AT A GLANCE

2006

OPERATOR SINCE

19+ Years

RELATIONSHIP

Municipal

MARKET TYPE

1200+

SPACES

This municipality has gone out to bid multiple times and every time has reselected to work with LAZ. We appreciate their continued trust.

Eliminating meters. Capturing more.

Three years ago, LAZ led a complete transition to a fully digital, meter-free parking environment — eliminating all physical pay stations across South Miami's parking system.

A decision that delivered measurable results across revenue, cost, and customer experience.

THE CHALLENGE

South Miami's legacy meter infrastructure required ongoing maintenance, regular repair, and cash collection operations — adding operational complexity and cost while limiting the city's ability to offer modern payment flexibility to parkers.

2006 – 2021

Conventional parking operations with physical pay stations and metered enforcement infrastructure.

2022

LAZ initiates transition planning, evaluating digital-first platforms and phased removal of meter hardware.

2022 – 2023 FULL ROLLOUT

Complete removal of physical meters and pay stations. City transitions to 100% app-based and mobile payment.

THE OUTCOME

Revenue Impact

Increased Revenue Capture

Digital payment platforms reduced revenue leakage and expanded payment accessibility, yielding measurable increases in collections post-transition.

Parker Experience

Modern, Frictionless Payments

Residents and visitors now pay via mobile app — no coins, no card readers, no meter expiration stress. Contactless, convenient, and auditable.

Cost Impact

Eliminated M&R costs

Removal of physical meter infrastructure ended recurring maintenance and repair expenditures, delivering sustained operational savings to the city.

LPR technology. Coming July 2026.

Building on the city's fully digital payment foundation, LAZ will deploy License Plate Recognition (LPR) technology across South Miami's parking system in July 2026. The installation is not a response to enforcement deficiencies — South Miami's compliance rates are strong. It is a proactive investment in precision, efficiency, and the continued modernization of the city's parking infrastructure.

Government Agency & Municipal Clients

Client	Spaces	Enforcement	Meters	Facilities
Washington Metro Area Transit Authority (DC)	59,000			
City of Chicago Meters System (IL)	36,000			
New York City Housing Authority (NY)	20,000			
Metropolitan Transit Authority (NY)	16,600			
City of Long Beach (CA)	10,292			
City of Miami Beach (FL)	6,000			
City of New Rochelle (NY)	5,868			
City of Lowell, (MA)	5,566			
City of Fort Collins (CO)	5,350			
Massachusetts Port Authority (MA)	5,124			
Harris County (TX)	4,071			
Jacksonville Transportation Authority (FL)	4,000			
Norwalk Parking Authority (CT)	3,763			
City of Stamford (CT)	3,400			
San Francisco Municipal Transportation Authority (CA)	3,114			
California State Parks (CA)	2,664			
City of Syracuse (NY)	2,525			
Alameda County (CA)	2,496			
City of Wilkes-Barre (PA)	2,453			

Government Agency & Municipal Clients

Client	Spaces	Enforcement	Meters	Facilities
City of New London (CT)	2,210			
Delaware Transit Authority (DE)	2,200			
Schenectady Redevelopment Authority (NY)	2,200			
Volusia County (FL)	2,100			
Merrimack Valley Regional Transportation Authority (MA)	2,075			
Southeastern Pennsylvania Transportation Authority (PA)	2,000			
City of Las Vegas, NV	1,866			
City of Coral Gables (FL)	1,773			
City of Kansas City (MO)	1,700			
Columbus Downtown Development Corporation (OH)	1,449			
City of Baltimore (MD)	1,440			
City of Walnut Creek (CA)	1,432			
County of Santa Clara (CA)	1,431			
City of South Miami (FL)	1,400			
Cobb County (GA)	1,380			
City of Berkeley (CA)	1,358			
City of Worcester (MA)	1,262			
City of Binghamton (NY)	1,200			
Port Authority of New York (NY)	1,200			

Government Agency & Municipal Clients

Client	Spaces	Enforcement	Meters	Facilities
Memphis Convention Center (TN)	1,000			
Mecklenburg County (NC)	1,000			
City of Hollywood (FL)	975			
City of Arvada (CO)	850			
City of Haverhill (MA)	839			
City of Hyattsville (MD)	720			
City of Bridgeport (CT)	600			
City of Newport (RI)	550			
City of Salinas, CA	500			
City of Elmira (NY)	500			
State of Colorado, (CO)	413			
City of Charlotte (NC)	430			
Village of Bal Harbor (FL)	400			
Town of Bridgewater (MA)	250			
Town of Surfside (FL)	80			
U.S. Total Spaces	240,319			

University & College Clients				
Client	Spaces	Facilities	Enforcement	Special Events
The Ohio State University (OH)	36,585			
Kennesaw State University (GA)	20,000			
Boston College (MA)	7,500			
University of Delaware (DE)	6,000			
University of Connecticut (CT)	5,000			
San Diego State University (CA)	2,000			
Yale University (CT)	1,500			
University of California Berkeley (CA)	1,431			
Housatonic Community College (CT)	1,300			
Clark Atlanta University (GA)	1,200			
Wake Forest University – Charlotte (NC)	875			
Brown University (RI)	800			
University of Miami (FL)	750			
Thomas Jefferson University (PA)	700			
Community College of Philadelphia (PA)	600			
George Washington University (DC)	350			
Northeastern University (MA)	300			
University of St. Thomas (TX)	150			
Georgia Institute of Technology (GA)	80			
Thomas Jefferson School of Law (CA)	50			
U.S. Total Spaces	87,171			

LAZ Parking brings extensive, documented experience across every dimension of parking management required by RFQ #26-0106. The following narrative addresses each area of specific experience relevant to the City of Flagler Beach's parking program.

TECHNOLOGY EXPERIENCE

Revenue Control Equipment. LAZ manages revenue control systems across hundreds of municipal and private facilities nationwide — including gated and gateless environments, automated payment kiosks, pay-on-foot stations, and integrated revenue management platforms. Our teams manage the full lifecycle of revenue control systems including configuration, reporting, maintenance oversight, and financial reconciliation, supported by our proprietary LAZ BI business intelligence platform which provides real-time transaction reporting and comprehensive audit capabilities.

Multi-Space Pay Stations. LAZ has extensive experience managing multi-space parking meter systems throughout numerous municipal environments — supporting pay-by-plate and pay-and-display configurations, flexible payment options including credit card, contactless, and mobile payment integration, and direct enforcement platform integration for real-time payment verification.

License Plate Recognition Technology. LAZ deploys Survision mobile LPR technology across our enforcement operations, providing AI-powered optical character recognition and neural network plate processing that enables 3–4 complete system scans per day, 98% plate read accuracy, and 0.1-second capture speed in all lighting conditions. All LPR data integrates directly with SunGard HTE and LAZ BI for real-time citation tracking and City reporting.

Parking Sensor Technology. LAZ has experience implementing and managing parking sensor technology to provide real-time occupancy data, utilization analytics, and demand pattern intelligence. Sensor data can be integrated with mobile payment platforms and wayfinding tools to guide visitors to available spaces and support data-driven policy decisions.

Smartphone Parking Apps. LAZ supports a wide range of mobile payment platforms and currently manages ParkMobile integrations across multiple Florida municipal clients. LAZ will maintain and enhance any existing mobile payment integration while introducing LAZgo — our proprietary eCommerce platform that enables direct-to-customer parking transactions without third-party aggregators, including Snap & Text to Park, session extension, and in-app payment capabilities.

LAZ BI Platform. LAZ BI is our proprietary business intelligence platform providing real-time dashboards, transaction-level reporting, enforcement analytics, and revenue reconciliation tools accessible to City staff through a secure web portal. The platform gives the City of Flagler Beach on-demand visibility into every dimension of parking program performance — utilization by zone, citation activity, payment trends, and revenue against projections — without waiting for scheduled reports.

CITATION MANAGEMENT

LAZ administers full-service citation management programs for municipal clients across the country — covering citation issuance, processing, payment collection, appeals management, reporting, and court coordination where applicable. Citations issued under LAZ's management are captured electronically with violation data, photographic evidence, and GPS-confirmed location at the moment of issuance, flowing in real time into back-office processing systems.

LAZ's QA/QC processes are built around a single standard: every citation must be correctly written, properly documented, and legally defensible at the moment of issuance. Monthly officer performance reviews, mandatory real-time electronic documentation, and photographic evidence requirements work in concert to minimize dismissals and protect the integrity of the City's citation revenue. The downstream effect of this discipline is direct: fewer dismissed citations means a higher percentage of receivables actually collected, stronger revenue integrity for the City, and a citation program that holds up under scrutiny. A citation that is dismissed is revenue the City will never recover — LAZ's QA/QC standard ensures that outcome remains the exception.

Our citation management technology partners — including Passport and Park Loyalty — maintain robust scofflaw reporting tools that flag repeat violators by license plate in real time, ensuring that field officers have the information they need to act decisively. Delinquent citations are automatically referred to collections based on configurable escalation thresholds, and our systems support cross-jurisdictional collection efforts for out-of-state vehicles — a meaningful capability given Flagler Beach's significant visitor and tourist volume.

PARKING ENFORCEMENT

LAZ provides professional parking enforcement services that prioritize fairness, consistency, and compliance while maintaining a positive community experience. Enforcement officers are equipped with modern handheld technology for real-time payment and permit verification, supported by Survision mobile LPR as the backbone of our enforcement model. This combination of foot patrol and mobile LPR coverage ensures comprehensive, efficient enforcement across Flagler Beach's beachfront, on-street, and off-street assets.

Monthly officer performance reviews using LAZ's proprietary report card methodology ensure quality over quantity at every stage of enforcement operations. Officers are evaluated on citation accuracy, community interaction, compliance with City ordinances, and adherence to LAZ's service standards. This structured accountability model produces enforcement teams that are professionally disciplined, community-aware, and consistently effective — not simply focused on citation volume.

ONLINE CITATION PAYMENT

LAZ supports secure online citation payment platforms that allow customers to resolve citations conveniently from any device — searching by license plate or citation number and completing payments using major credit or debit cards. These platforms integrate directly with SunGard HTE, ensuring real-time citation status updates and complete lifecycle tracking from issuance through resolution.

Online payment systems reduce administrative workload for City staff, improve payment timelines, and provide customers with a convenient method for resolving citations without requiring in-person visits or mailed payments. Customers also gain access to citation information and, where applicable, the ability to submit appeals or supporting documentation electronically — reducing the burden on City staff and improving the overall compliance experience for the public.

SCOFFLAW COLLECTIONS

LAZ's citation management infrastructure is built for cross-jurisdictional collections from the ground up. A meaningful share of citations issued within the Flagler Beach CRA will be issued to out-of-state vehicles — visitors, transient traffic, and tourists whose plates cannot be pursued through Florida-only systems. LAZ addresses this directly through our technology partners' integration with the National Law Enforcement Telecommunications Service (NLETS), which provides real-time DMV access across all 50 states and the District of Columbia.

When a citation is issued, registered owner information is automatically retrieved and populated into the citation record regardless of the vehicle's state of registration — immediately triggering the appropriate correspondence workflow. This produces a faster, more legally defensible process from issuance through collection, ensuring that an out-of-state plate is pursued with the same rigor as a Florida plate.

For in-state vehicles, LAZ's technology partners maintain a full, live integration with the Florida Department of Motor Vehicles — enabling registered owner lookups by license plate and the initiation or release of vehicle registration holds for unpaid citations directly on the City's behalf. This eliminates manual processing steps, reduces City staff burden, and makes non-payment consequential for violators — driving higher collection rates without additional cost to the City.

SPECIAL EVENTS

LAZ has extensive experience managing parking operations for special events in municipal environments — from recurring community festivals to large-scale seasonal events that compress peak demand into defined windows. Our approach to special event parking begins well before the event itself: LAZ works directly with City staff to develop event-specific staffing plans, dynamic rate structures, temporary signage placement, and operational controls tailored to each event's anticipated volume and layout.

Staffing for special events is managed through a scalable deployment model — LAZ maintains a trained reserve of personnel who can be activated for surge events without disrupting baseline operations elsewhere in the program. All event staff are trained in LAZ's cash and revenue handling protocols, and all event revenue is reconciled against independent counts conducted at the close of each shift. Operational controls for money handling during special events meet or exceed the standards required by the City and applicable Florida statutes.

Flagler Beach's seasonal calendar — including beachfront events, holiday weekends, and peak summer demand — requires a parking operator capable of transitioning fluidly between standard operations and elevated event capacity. LAZ's event management experience across Florida's coastal and municipal markets positions us to handle this variability without disruption to the City's day-to-day parking program.

MARKETING & PUBLIC RELATIONS

LAZ develops customized marketing and public communications programs for each municipal market we serve. For Flagler Beach, this means proactive outreach to residents, visitors, and business owners prior to and during any transition period — clearly communicating rate structures, payment methods, exemption program details, and enforcement policies before they take effect. Clear, accessible public communications reduce friction, increase voluntary compliance, and protect the City from unnecessary public relations challenges during program transitions.

Our public-facing communications toolkit includes physical signage, digital wayfinding, social media coordination with City staff, and direct outreach to businesses within the CRA. LAZ also supports the City in developing informational materials explaining the property owner and long-term renter exemption program — ensuring that eligible community members are aware of their exemption status and how to obtain and use their permits before enforcement begins.

CUSTOMER SERVICE & ISSUE RESOLUTION

Customer service is not a support function at LAZ — it is a core operational commitment. Our frontline staff are hospitality-trained professionals selected for their demeanor, communication skills, and ability to represent the City of Flagler Beach with courtesy and professionalism in every interaction. All LAZ customer-facing personnel receive training in conflict de-escalation, ADA accommodation, and service recovery protocols before deployment.

Issue resolution is managed through a structured escalation model: frontline staff resolve routine inquiries on the spot; supervisors handle escalated concerns within defined response windows; and all unresolved issues are tracked through our customer service platform with documented outcomes reported to City staff. Our 24-hour, 7-day-a-week Customer Service Call Center provides an additional layer of accessibility for parking customers who need assistance outside of normal business hours — ensuring that no inquiry goes unanswered and no issue goes unresolved.

WORKING WITH LOCAL BUSINESS OWNERS

LAZ understands that in a community like Flagler Beach, the parking program is inseparable from the health of the local business community. Merchants along the CRA corridor depend on accessible, reliable parking to drive foot traffic — and they depend on a parking operator who communicates proactively, responds quickly, and treats their concerns as legitimate business priorities. LAZ has built this kind of working relationship with business communities in every municipal market we serve.

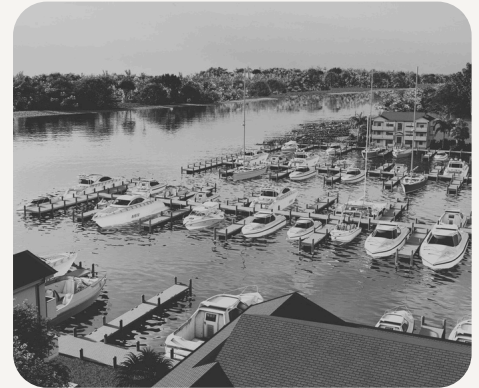
In Flagler Beach, LAZ will establish direct lines of communication with CRA business owners from the outset of the contract — introducing our on-site management team, explaining operational protocols, and creating a clear channel for business owners to raise concerns, request operational adjustments, or coordinate around events and peak periods. We treat local business owners as stakeholders in the parking program's success, not as bystanders to it. Their feedback informs how we operate, and their satisfaction is one of the metrics by which we measure our own performance.

Section IV

OPERATIONAL PLAN

APPROACH SUMMARY

LAZ Parking combines the national strength of the largest privately owned parking operator in the United States with an established Florida presence and active municipal contracts up and down the state's coastline. We are prepared to deliver a program built specifically for Flagler Beach — one that goes beyond managing 400 spaces to actively support the City's vision for a parking system that works for residents, respects long-term owners and renters, and keeps pace with the tourism that sustains this community.



UNDERSTANDING YOUR NEEDS

Flagler Beach asked for a partner who can run beachfront, on-street, and off-street parking as a single coordinated program — not three separate operations stitched together. That means consistent enforcement across every asset type, a permitting process that makes the owner and renter exemption simple rather than a source of disputes, and technology that gives City staff real visibility without adding administrative burden.

What sets a real partner apart is not just operational competency — it is the ability to listen, adapt, and align with a community's character.

With active municipal and coastal parking contracts across Florida, LAZ brings more than operational expertise to Flagler Beach — we bring regional relationships, institutional knowledge of beach-community parking dynamics, and a proven track record.

LAZ does not arrive with a pre-built playbook. We arrive ready to listen, learn, and build something that actually works for the people who live, work, and visit Flagler Beach every day. That is what a real partnership looks like — and that is what this community deserves.

AMBASSADOR-LED APPROACH

LAZ Parking's approach to daily operations in Flagler Beach begins with a simple premise: the people managing this program are the program. A beachfront community survives or struggles based on whether visitors, residents, and business owners feel the parking system is fair, navigable, and reflective of the town's character.

Every LAZ team member deployed across Flagler Beach's beachfront, on-street, and off-street parking assets will serve a dual function — compliance officer and community

ambassador. Officers will be trained not only in citation issuance and enforcement protocol, but in the rhythms of the community they serve.

Our personnel will be equipped to do more than enforce — they will assist with wayfinding to public beach access points, answer questions about permitting and rates, and represent the City with the kind of approachable professionalism that turns a parking encounter into a positive one.

Parking Enforcement Specialists

All officers trained and certified in citation issuance and enforcement protocol.

Community Ambassador Training

Officers trained in the geography, rhythms, and character of Flagler Beach.

Traffic Control Coordination

TCO certification available — readiness for storms and emergency operations.

Local Knowledge Standard

Every officer knows beach access points, seasonal patterns, and city resources.



This is not a customer service policy bolted onto an enforcement operation. It is a staffing decision, a training investment, and a daily operational standard.

PROPOSAL FOR PARKING TECHNOLOGY SYSTEMS

Platform-agnostic, built around Flagler Beach's needs

LAZ's approach to technology is built on a single principle: the right platform is the one that serves the City's needs, not the one that's easiest for LAZ to deploy. Across LAZ's national portfolio, our teams have integrated with virtually every major parking technology platform in active use by municipalities today.

PROVEN MULTI-PLATFORM INTEGRATION

At Kansas City, MO, LAZ manages 10,500 spaces with simultaneous integrations across ParkLoyalty, IPS, Flowbird, Passport, Genetec LPR, and TIBA PARCS — proof LAZ flexes to whatever ecosystem a partner has in place.

RECOMMENDED TECHNOLOGY ENVIRONMENT

LAZgo

Touchless QR payment, primary interface across all assets

Survision LPR

Enforcement backbone, integrated with payment + exemptions

Passport

Owner/renter exemption registry, plate-based verification

LAZ BI

Central reporting layer, consolidates all platform data

Should the City prefer to retain or evaluate alternative platforms — whether existing infrastructure or a vendor relationship the City wishes to maintain — LAZ will integrate with that technology rather than requiring a wholesale replacement.

LAZgo — Direct to Customer eCommerce Platform

Mobile, Web, and App-Based Parking Solutions

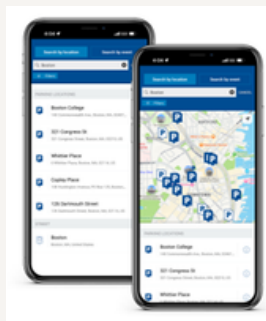
LAZgo is LAZ's proprietary eCommerce platform that enables us to retail parking spaces directly to customers — with no need for third-party aggregators. For the City of Flagler Beach, LAZgo is the operational backbone of LAZ's proposed digital transition: making a touchless, meter-free parking experience possible across Flagler Beach.

PLATFORM FEATURES



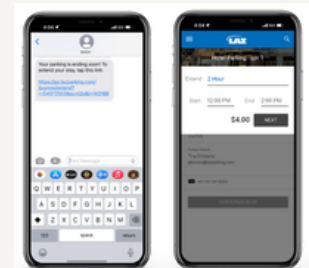
Snap & Text to Park

Customers snap a QR code or send a text to start their session instantly — no app download, no reservation, no account setup required. Setup requires only signage, dramatically reducing equipment and labor costs. This is the core of LAZ's proposed meter-free transition for Flagler Beach.



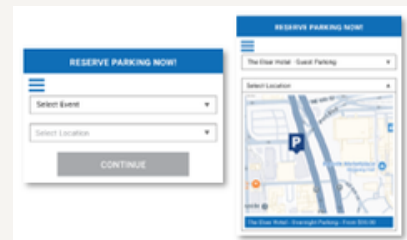
LAZ Parking App

Free to download — the fastest and most secure way to find and pay for parking at direct prices with no aggregator markup. Supports LAZ's utilization marketing strategy by giving repeat patrons a frictionless, loyalty-building payment experience.



Extend Your Stay

Before a session ends, LAZ sends the parker a text with a link to extend — directly from their phone, without returning to their car. One transaction, one fee, zero stress. For Flagler Beach diners and entertainment patrons, this means more time spent at local businesses and more revenue captured for the City.



Web Widget

A customizable, embeddable widget that turns any website into a direct parking marketplace — ideal for Flagler Beach business and event partners enabling pre-arrival parking communication.

No meters. No aggregators. No friction.

LAZgo — Direct to Customer eCommerce Platform

PERMITTING FOR OWNERS & RENTERS

The City has identified the exemption of property owners and long-term renters from parking fees as a critical component of this program. LAZ proposes **Passport's digital permitting platform** as the backbone of that exemption — eliminating physical hang tags by associating every exemption directly with the resident's license plate, managed through a resident-facing portal and a City administrative backend.

CUSTOMER PORTAL

What Residents Experience

Apply, Renew & Manage

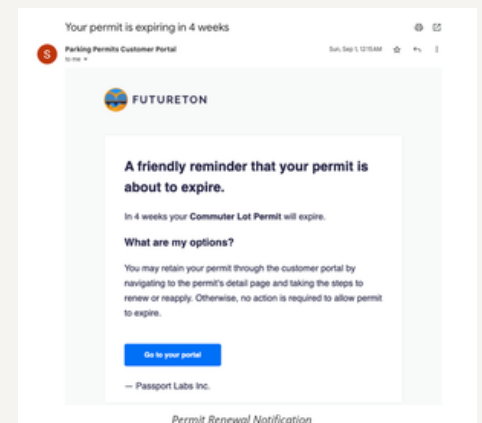
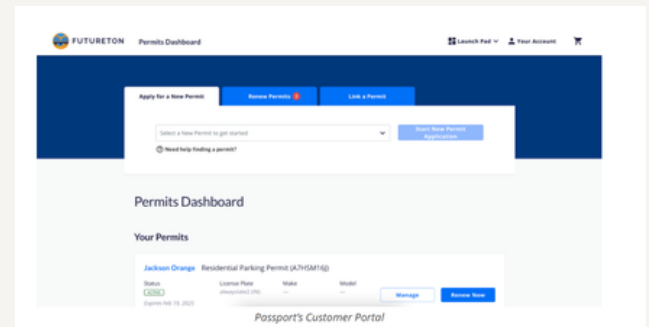
Residents apply for, purchase, and renew exemptions entirely online from any device — account registration takes under one minute, portal branded to the City's site.

Address-based Eligibility

Verification ensures only owners and renters tied to a qualifying Flagler Beach address can register — no manual staff review required for every applicant.

Automated Renewal Notifications

Reminders sent ahead of expiration with a direct renewal link — reducing lapsed exemptions and follow-up burden on City staff.



In-Person Registration Option

If the City prefers LAZ to maintain a staffed local office, in-person registration will be available there as well — same Passport-based verification, either channel.

City Portal - What Staff Manages

- **Approval queue** — Review, approve, deny, or flag applications in real time.
- **Full lifecycle control** — Search, suspend, cancel, or reissue by name, address, or plate.
- **Reporting & analytics** — Standardized and custom reports exportable on demand.

WHY THIS APPROACH WORKS FOR FLAGLER BEACH

Passport's permitting integrates directly with enforcement — **exempt vehicles are automatically identified during LPR patrol**, eliminating manual verification. Combined with Survision LPR, this creates a fully digital exemption and enforcement ecosystem from day one. Eligibility standards and renewal cadence are fully configurable to whatever the City determines appropriate. Passport maintains **Level 1 PCI-DSS v4.0 compliance** across all transactions.

BUSINESS EMPLOYEE PARKING PROGRAM

LAZ recognizes that the businesses anchoring Flagler Beach's CRA corridor depend on reliable parking access not only for their customers, but for the employees who sustain daily operations. A parking enforcement program that fails to address workforce parking creates unnecessary friction between the City, its management partner, and the business community this program is designed to serve. The three frameworks below give the City flexible, revenue-conscious options — each designed to maintain enforcement integrity while respecting the economic realities of local employers across every business type.

Option A

TIME-BOUND FRACTIONAL PERMITS

Employees of qualifying CRA businesses are issued digital permits valid exclusively during that business's posted operating hours. Parking outside of those windows is treated as a standard violation — ensuring the permit supports the employee without creating an open-ended revenue exemption.

Discounted Rate

Priced below standard visitor parking — equitable for employees, revenue-positive for the City

Digital & Plate-Based

No hang tags. Managed through Passport and automatically verified by Survision LPR during each patrol pass

Revenue Preserved

The City continues generating parking revenue from employee vehicles at a City-determined discount

Option B

EMPLOYMENT-DURATION PERMITS

Employees receive a digital permit valid for the full term of their active employment at a qualifying CRA business. The employer verifies employment status at registration through Passport; permits cancel automatically upon separation. The City selects the cost structure that best aligns with its priorities:

Business Paid

The employer covers permit cost as a staff benefit — deepening business investment in the parking program

Employee Paid

A nominal cost passed to the employee — predictable, affordable, and managed through Passport

City Subsidized

Complimentary to employees — a community investment that prioritizes the local workforce above cost recovery

Option C

SHIFT-BASED SESSION CODE

Powered by the same LAZgo platform managing customer payments across the City's parking system, this option eliminates registration entirely. LAZ issues a block of session codes to the business owner; the employer distributes them to staff at the start of each shift. The employee texts or scans to activate a parking session for the duration of their shift — no account, no plate registration, no administrative setup required. Ideal for seasonal operations, high-turnover environments, and smaller businesses where Passport enrollment may be impractical.

Zero Registration

No plate enrollment, no Passport account — employees enter a code and park. Nothing else required

Employer Controlled

Business owners receive and distribute codes — daily, weekly, or per shift — with full control over usage

Flexible Cost Model

Absorbed by the employer, passed to staff, or adjusted into hourly compensation — fully at the business's discretion

AT A GLANCE – CHOOSING THE RIGHT FRAME WORK

Option A

Time-Bound Permit

Best for: Established businesses with consistent operating hours

Admin: Moderate — plate registration required

Revenue: Discounted permit fee to City

Option B

Employment-Duration Permit

Best for: Businesses with stable, longer-term staff

Admin: Moderate — employer verification required

Revenue: City-determined cost structure

Option C

Shift-Based Session Code

Best for: Seasonal, high-turnover, or small operations

Admin: Minimal — no registration required

Revenue: Employer-funded per session

THE CITY'S CALL

LAZ does not prescribe which framework is right for Flagler Beach — because that decision depends on what the City values most: maintaining parking revenue, reducing administrative burden on local businesses, or prioritizing the local workforce that keeps the CRA corridor alive. The City may also elect to offer more than one model — allowing businesses to select the framework that best fits their operation. LAZ is prepared to administer any combination of these options from day one, with full reporting on permit issuance, session activity, and compliance delivered as part of every monthly report to City staff. The City defines the policy. LAZ executes it.

Survision — Mobile License Plate Recognition

AI-Powered Enforcement Technology

Survision LPR is LAZ's proposed enforcement technology for the City of Flagler Beach — a mobile, vehicle-mounted license plate recognition system powered by AI optical character recognition and neural network processing. Survision captures, reads, and cross-references license plates in real time without external servers or physical triggers, enabling LAZ's enforcement officers to cover the City's full inventory — beachfront, on-street, and off-street alike — multiple times per day with a level of accuracy and speed manual patrol cannot match.

HOW IT WORKS

Survision's PICOPAK unit mounts directly to LAZ enforcement vehicles, scanning plates continuously as the vehicle moves through the City's parking zones. Each plate read is processed instantly using AI-powered OCR and neural network technology — identifying the plate, cross-referencing it against payment records and the Passport-based owner/renter exemption registry, and flagging violations in real time for citation issuance.

Every citation is automatically time-stamped, geotagged, and photographically documented — producing a defensible evidentiary record that integrates directly with LAZ's citation management platform and surfaces through LAZ BI for City staff visibility.



0.1 sec
Plate capture speed

10-33 ft
Recognition distance range

Full System Coverage

All spaces scanned multiple times daily – coverage manual patrol cannot achieve.

Integrated Data Flow

All reads flow into LAZ's citation platform and LAZ BI — real-time citations, utilization data, City reporting in one ecosystem.

THE ENFORCEMENT ENGINE FOR FLAGLER BEACH

Survision transforms enforcement from a labor-intensive patrol function into a data-driven, high-coverage operation — scanning more vehicles, catching more violations, and protecting more of the City's parking revenue with the same personnel footprint. Every plate read is a dollar protected.

LAZ BI — Business Intelligence Platform

Proprietary Analytics & Reporting Infrastructure

LAZ BI is our proprietary analytics platform built to give municipal partners clear, real-time visibility into the financial, operational, and experiential performance of their parking program. It transforms raw operational data into actionable intelligence — eliminating guesswork and giving City staff the tools to make informed decisions with confidence. From occupancy trends and revenue tracking to enforcement activity and customer experience indicators, LAZ BI consolidates everything that matters into a single, intuitive platform.

PLATFORM HIGHLIGHTS

Custom Dashboards

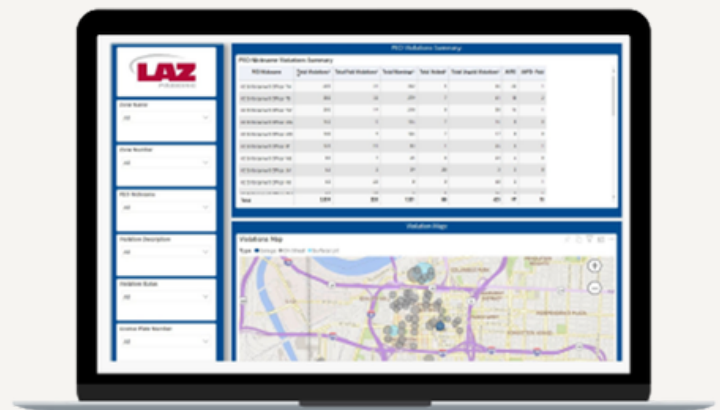
Configured to track the KPIs that matter most to the City of Flagler Beach— from citation collection rates and meter uptime to peak utilization patterns across the city.

Real-Time Insights

Live visibility into program performance so issues are identified and addressed before they escalate — giving City leadership complete confidence in every operational decision.

Self-Serve Reporting

City staff can filter, export, and share the data they need on their own schedule — no vendor required, no waiting, no bottlenecks.



Why It Matters for Flagler Beach

All-in-One Intelligence

A single platform supporting the City's revenue, compliance, and community experience goals simultaneously.

Total Accountability

Gives City leadership complete confidence in the data behind every operational decision.

BUILT BY OPERATORS, FOR OPERATORS

LAZ BI was designed by the team that actually runs parking programs — which means the insights it surfaces reflect operational reality, not theoretical metrics. For Flagler Beach, that means data you can act on from day one.

REPORTING - UTILIZATION, REVENUE, AND ENFORCEMENT

Where LAZ BI serves as the technology platform underlying Flagler Beach's parking program, LAZ's reporting program is the discipline of what gets delivered to the City, how often, and in what form — covering utilization, revenue, and enforcement activity as required under the City's RFQ, plus exemption registry data specific to Flagler Beach's owner and renter program.

REPORTING CADENCE & CONTENT

Weekly	Citation volume, LPR coverage and scan activity, payment transaction summaries — current-week visibility before issues compound into a trend.
Monthly	Full financial statements by asset type and payment channel, citation issuance/resolution detail, exemption registry activity, utilization patterns across all asset types.
Quarterly	Budget reconciliation within ten business days of quarter end, with material variances disclosed to the City proactively.
Annual	Full-year performance summary supporting City Commission review and budget planning across seasonal revenue cycles.

Distribution & Access

Scheduled reports pushed on cadence, plus self-serve LAZ BI access anytime — never dependent on requesting and waiting.

Custom & Ad Hoc Reporting

Client Reporting Services team accommodates one-off requests — every figure ties back to the same underlying data.

ACCOUNTABILITY IN PRACTICE

LAZ holds itself to these reporting commitments as standard operating discipline, not a response to City pressure. Consistent, proactive reporting — whether the news is good or requires a course correction — is what gives City staff and the City Commission confidence in the program between scheduled review points, not just at them.

REVENUE MANAGEMENT

Flagler Beach's parking program touches beachfront, on-street, and off-street collections, citation revenue, and digital payment transactions. The City's confidence in this program rests as much on the integrity of how that revenue is handled as on how much is collected. LAZ's approach centers on three commitments: secure and auditable collection, accurate reconciliation, and timely, transparent reporting.

Secure Collection

\$300 cash-handling limit per individual, continuous drop-safe deposits, separation of duties between collection and reconciliation

Daily Reconciliation

Same-day deposit and reconciliation across all revenue streams, discrepancies resolved immediately

Bonded Personnel

All revenue-handling staff bonded, plus daily on-site and corporate secondary audits

SSAE 18 Review

Annual independent control review by certified accountant, report provided directly to City

TRANSPARENT FINANCIAL REPORTING

Monthly financial statements and quarterly budget reconciliations delivered within ten business days of each quarter's end, with material variances disclosed to the City proactively. Annual summary reporting consolidates full-year revenue performance by asset type and payment channel — supporting both day-to-day oversight and budget planning for a program with meaningfully seasonal revenue patterns. Prior City authorization is obtained before any unbudgeted expenditure.

CITATION REVENUE

Citation revenue follows the same reconciliation discipline, with structured notice escalation, DHSMV registration holds on unpaid citations, and collections agency partnership for delinquent accounts — ensuring no legitimately owed balance is written off without a documented collection effort.

THE 90 DAY PILOT PROGRAM

Rather than transitioning directly from contract execution to full enforcement, LAZ proposes a structured 90-day pilot program that stands up operations, activates technology, and builds community familiarity before financial penalties begin. This is not a delay — it is a deliberate design choice that makes full launch more effective, more compliant, and more trusted from the first day citations carry financial consequence.

In a community like Flagler Beach — where the parking program is new, the exemption population is significant, and the relationship between the City and its residents is a genuine operational variable — launching enforcement without a readiness period is the single most avoidable source of early program friction. The pilot eliminates that risk.

FOUR PILLARS OF THE PILOT PERIOD

Community Registration

Ninety days for property owners and long-term renters to enroll in the Passport-based exemption registry — through the farmers market, online, or by phone — before enforcement carries financial consequence. No resident should discover their exemption on the day of their first citation.

Technology Calibration

Passport, Survision LPR, and LAZgo activated and calibrated to Flagler Beach's specific asset inventory — beachfront lots, on-street zones, and off-street facilities — with patrol routes, scan coverage, and payment infrastructure verified under real operating conditions before full enforcement begins.

Staff Integration

LAZ enforcement and customer service staff deployed, trained, and operating as community ambassadors for 90 days before a single financial citation is issued. By launch day, every officer knows the geography, the seasonal rhythms, and the faces of the community they serve.

Operational Baseline

Ninety days of utilization data — peak-hour patterns, occupancy by zone, payment adoption rates, and exemption registry activity — giving the City and LAZ real operational baselines to inform smart enforcement and revenue projections from the first day of full launch.

ENFORCEMENT POSTURE DURING THE PILOT

Enforcement is active during the pilot — officers patrol, Survision LPR scans, and violations are documented — but the financial consequence structure during the pilot period is determined in coordination with City staff and existing parking ordinances. LAZ recommends a formal written warning protocol for the first 30 days, transitioning to full citation enforcement for the remaining 60 days. The City retains full discretion over this structure.

THE PIER REOPENS. THE PROGRAM LAUNCHES.

The Flagler Beach Pier is more than infrastructure. It is the landmark that defines the community's identity, draws visitors from across the state, and anchors the commercial and civic life of the CRA corridor. Its reopening on February 1, 2027 will be among the most significant moments in Flagler Beach's recent history — a return of the community's most visible gathering place after the damage of the last storm. When visitors arrive for the first time in years, and when residents celebrate at the pier's edge, the parking experience they encounter will set the tone for how professional management of this community feels. The 90-day pilot exists to ensure that experience is ready — not still finding its footing.

WHAT THE PILOT DELIVERS ON DAY 1



A fully enrolled exemption registry

Every eligible property owner and long-term renter who engaged during the pilot has their plate on file. Enforcement begins with known-exempt vehicles already identified — not discovered after a citation has been issued.



Technology calibrated to Flagler Beach

Survision patrol routes optimized, Passport verified, LAZgo QR infrastructure in place across all assets. The system has been tested under real Flagler Beach conditions — not deployed cold on the opening day of the pier.



A community-familiar LAZ team

Team members who have spent Saturdays at the farmers market, learned the beach access points, and met the business owners they'll interact with daily. The team the community trusts on launch day is the team they've already met.



Ninety day of operational intelligence

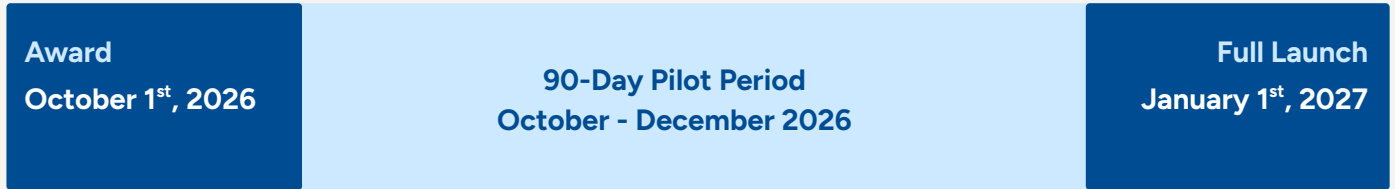
Real utilization baselines, peak-hour occupancy maps, payment adoption rates, and citation pattern data — all collected before full enforcement begins. The City's first full enforcement month is informed by data, not assumptions.

READY WHEN IT MATTERS

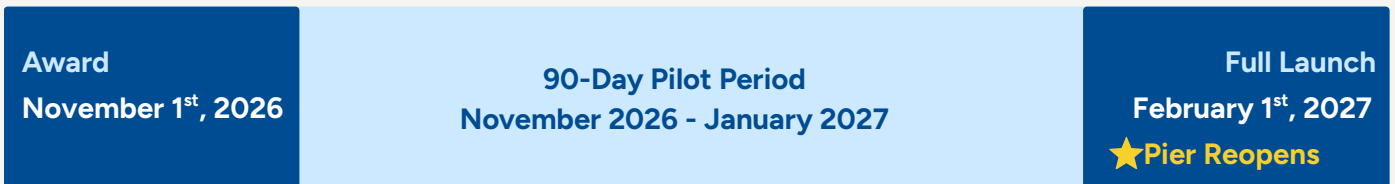
February 1, 2027 does not need a parking program still finding its footing. It needs a program that has already earned community trust, enrolled its exempt residents, calibrated its technology, and collected 90 days of operational intelligence. The pier's return is a moment of civic pride for Flagler Beach — and it deserves a parking program that is equally ready to meet it. That is what this pilot is designed to deliver.

PILOT TIMELINE - TWO AWARD SCENARIOS

Scenario A



Scenario B



INTEGRATION PLAN

PHASE	TIMELINE	KEY ACTIVITIES
Phase 1 Initial Coordination	Weeks 1 - 2	LAZ will meet with City staff to align on priorities, review existing policies and technology, confirm staffing needs, and establish reporting and communication protocols.
Phase 2 Staffing & Operational Setup	Weeks 3 - 6	LAZ will hire, onboard, and train enforcement officers and support staff on regulations, technology, and customer service standards, while deploying equipment and establishing citation management systems.
Phase 3 Technology Deployment & Integration	Weeks 7 - 8	LAZ will configure and integrate all enforcement, citation, payment, and reporting platforms — testing functionality and training staff before go-live.
Phase 4 Program Launch & Performance Monitoring	Week 9 - 12	LAZ will launch full enforcement operations, monitor compliance trends, provide regular City updates, address adjustments as needed, and conduct community outreach on parking policies.

COMMUNITY ENGAGEMENT PLAN

A parking program succeeds or fails on more than enforcement metrics — it succeeds when residents, property owners, and visitors feel the program reflects Flagler Beach's character rather than imposing on it. LAZ's community engagement plan is built around three commitments: proactive communication before and during the transition, ongoing dialogue with the people most affected by parking policy, and responsiveness that treats every concern as worth addressing — not just the ones that escalate.

PRE-LAUNCH COMMUNITY OUTREACH

Before full enforcement begins, LAZ will conduct a structured public education campaign introducing the program — what's changing, what isn't, how the owner and renter exemption works, and how to register. No resident or property owner should learn about a policy change from a citation rather than from the City or LAZ proactively telling them about it first.

Digital Channels

City website and social media coordination announcing program details ahead of launch

On-site Signage

Beachfront access points and municipal lots updated with clear, visible program information

Direct Property Owner Notice

Mail or digital notice to exemption-eligible owners and renters before enforcement begins

Dedicated Transition Contact

A defined point of contact for questions throughout the launch window

PROPERTY OWNER & RESIDENT ENGAGEMENT

Given the City's emphasis on the owner and renter exemption, LAZ will hold the registration and verification process to a standard of clarity and responsiveness — clear instructions, a working point of contact for questions, and a defined resolution path for anyone who believes their application was processed incorrectly. LAZ's team will maintain accessible office hours during the registration period and on an ongoing basis thereafter, ensuring property owners are never left guessing about the status of their exemption.

COMMUNITY PRESENCE

Every Saturday morning from 9AM to 1PM, Flagler Beach residents, property owners, and business community members gather at the farmers market directly across from City Hall. For LAZ, this is not simply a civic event — it is the most natural, accessible, and trust-appropriate venue available for introducing the parking program to the people it will most directly affect. Parking policy communicated in a setting where the community already feels at home lands differently than a policy notice or a citation.

Beginning with the first Saturday of the pilot program, LAZ will maintain a staffed presence at the market — not to enforce, but to listen, answer, and register. This is community engagement with a deliverable: every Saturday at the market is a resident who understands the exemption program, a property owner whose plate is registered before enforcement begins, and a neighbor whose first experience with LAZ is a conversation rather than a citation.

WHAT LAZ BRINGS TO THE MARKET

Permit Registration

On-site Passport enrollment for property owners and long-term renters — tablets on hand, no appointment needed. No one should learn about an exemption from their first citation.

Program Education

Rate structures, enforcement hours, exemption eligibility, and how to pay — answered in plain language before confusion becomes frustration. Printed FAQs and rate cards available at every appearance.

LAZgo Onboarding

Staff will help residents and visitors download and set up the LAZgo app before they need it — turning a future parking transaction into a familiar one rather than a first-time frustration.

Open Feedback Channel

Every concern is logged, every question answered. Recurring themes — rate concerns, signage gaps, exemption confusion — are compiled and reported to City staff as part of monthly reporting.

PARTICIPATION SCHEDULE

During the Pilot Program

EVERY SATURDAY

9:00 AM - 1:00 PM

Staffed LAZ presence at the Flagler Beach Farmers Market for the full 90-day pilot period — approximately 12–13 market appearances before full program launch.

Months 1-3 After Full Launch

FIRST SATURDAY

Of Each Month 9:00 AM - 1:00 PM

Continued monthly presence through the first quarter of full operations — sustaining the feedback loop and community connection as the program matures.



WHY THIS MATTERS

Community trust is built before enforcement begins — not after the first citation is issued. By showing up every Saturday at the place where Flagler Beach already gathers, LAZ earns the kind of goodwill that makes a new parking program feel like a public service rather than an imposition. That is the difference between a program the community tolerates and one it supports.

SUSTAINING TRUST BEYOND LAUNCH

BUSINESS & VISITOR FACING COMMUNICATION

For a tourism-driven beach community, parking is often a visitor's first and last impression of Flagler Beach. LAZ will work with the City to ensure wayfinding signage, payment instructions, and rate information are clear and visible at every beachfront and municipal lot — minimizing confusion that leads to unnecessary citations and protecting the welcoming character the City wants visitors to experience. Where local businesses are affected by parking policy or enforcement activity, LAZ's on-site team will maintain regular, proactive contact with business owners — addressing concerns before they become complaints to City Hall.

ONGOING COMMUNITY FEEDBACK LOOP

LAZ does not treat community engagement as a one-time transition activity. Throughout the contract term, LAZ will maintain accessible channels for resident and business feedback — phone, email, and in-person — with every inquiry logged and tracked to resolution, and recurring themes reported to the City as part of standard monthly reporting. Where feedback points to a policy or operational adjustment worth considering, LAZ will bring that recommendation to the City directly rather than waiting to be asked.

Phone

Email

In-Person

Monthly Reporting

RESPONSIVENESS AS THE OPERATING STANDARD

LAZ's enforcement and customer service personnel are trained as community ambassadors first, equipped to answer questions, provide wayfinding, and represent the City's program with the kind of approachable presence that builds trust rather than friction. Community engagement, for LAZ, is not a separate function layered on top of operations — it is built into how every LAZ team member on the ground in Flagler Beach is trained to behave every day.

Section V

KEY PERSONNEL

Our Florida Team



Chris Walsh
SENIOR VICE PRESIDENT, SOUTHEAST

Chris is a seasoned executive with over 28 years of experience in the parking industry. He builds and expands operations in both start-up and established markets, leading high-performing teams. As a strategic leader, he offers strong financial expertise, business development skills, and broad experience across all aspects of parking operations.

Education

Business Administration
La Grange College

Affiliation

International Parking &
Mobility Institute

Why Chris?

He demonstrates proven leadership in managing large and diverse parking portfolios across the Southeast, consistently delivering strong operational and financial performance. His expertise in implementing advanced parking technologies and overseeing complex enforcement and garage management contracts ensures innovative, efficient solutions for clients.

29 Years
Experience

20 Years
With LAZ

Senior Vice President | LAZ Parking – Florida | 2011 – Present

Oversee operations across the Southeast including Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee. Managed airports, municipalities, universities, stadiums, office buildings, hospitality, and transportation operations. Provided oversight for the LAZ Charitable Organization in the Southeast.

Regional Vice President | LAZ Parking – Florida | 2006 – 2011

Oversaw operations across Washington DC, Virginia, Maryland, North Carolina, and Pennsylvania — more than 95,000 parking spaces. Managed large government contracts, universities, hospitals, hotels, and multi-site financial institutions. Served as lead for acquisitions involving over 30 locations.

General Manager | Central Parking – Miami | 2003 – 2006

Director of Operations | Lanier Parking Systems – Georgia & Florida | 1997 – 2003



Luis Macedo
REGIONAL VICE PRESIDENT, FLORIDA

Luis is the Regional Vice President for LAZ Parking in Florida, with over 25 years in the parking industry. He oversees a wide range of operations including municipal enforcement, airports, hospitals, hotels, office garages, and major events. Luis has led the implementation of advanced parking technology, including PARCS and e-commerce solutions, for clients such as the City of St. Petersburg and Miami International Airport. He directly supervises all management and administrative staff, ensuring operational excellence and seamless technology integration across Florida.

Education

International Marketing and Finance,
Florida International University

29 Years
Experience

20 Years
With LAZ

Why Luis?

With over 25 years of industry experience and deep knowledge of Florida's parking landscape, Luis excels in municipal enforcement, garage management, and technology integration. His hands-on approach and commitment to operational excellence consistently deliver successful outcomes for a diverse range of clients and facility types.

Regional Vice President | LAZ Parking – Florida | Nov 2025 – Present

Serves as Regional Vice President for Florida, based in Miami, with LAZ Parking since 2006. Previously spent nearly 20 years as Regional General Manager for the Florida region, overseeing day-to-day operations for municipal, mixed-use, valet, stadium, and large retail parking facilities across South Florida and the state.

Regional Manager | LAZ Parking – Florida | April 2006 – Nov 2025

Served as Regional General Manager for Florida for over 16 years. Managed operations for clients including Miami International Airport, Jackson Memorial Hospital, the City of Coral Gables, the Jacksonville Transportation Authority, and the City of Daytona Beach.



Nat Garcia

BUSINESS DEVELOPMENT, FLORIDA

Strategic marketing executive and business development leader with a proven track record of driving exponential growth through data-driven strategies and innovative communication frameworks. Combines academic expertise in rhetoric and discourse with tactical business acumen to deliverable measurable results across marketing, brand development, and revenue generation.

Education

Masters of Arts in Writing,
Rhetoric, and Discourse
Bachelor of Arts in Writing,
Rhetoric and Discourse
DePaul University

3 Years

Experience

6 Months

With LAZ

Business Development | LAZ Parking – Florida | 2026 - Present

Nat Garcia brings over 10 years of marketing, business development, and corporate strategy experience to the LAZ Parking Florida team, complemented by three years of hands-on parking operations expertise and C-Suite leadership at a firm with 13 years in the industry. Based in Miami Beach, Nat leads new business acquisition and proposal strategy across the Florida market — overseeing RFP development, financial modeling, and client communications across municipal, commercial, hospitality, and other sectors — and plays a key role in LAZ's regional growth initiatives through the Special Projects portfolio.

CMCO & Business Development | Miami Parking, Inc. | 2023 - 2026

Drove \$5.62M in revenue impact and \$1.78M in profit within 12 months through enterprise business development, disciplined pricing, and strategic account growth. Led brand repositioning, executive communications, and high-value proposal development

Co-Founder | Parthenos, Inc. | 2015 - Present

Co-founded a strategic advisory firm delivering investor materials, funding documentation, and corporate strategy for early-stage and growth-stage technology and life-sciences organizations.

Faculty Lecturer, Dept of Communication, Media & the Arts | Nova Southeastern University | 2021 - 2024

Designed and delivered undergraduate courses in communication and professional writing, emphasizing critical thinking, research, and real-world communication strategy.

Faculty Lecturer & Graduate Research Consultant | Florida International University | 2017 - 2019

Taught first-year writing courses integrating radical pedagogy grounded in Paulo Freire and bell hooks. Assisted and facilitated graduate research projects for publication.

Peer Writing Tutor, University Center for Writing-based Learning | DePaul University | 2015 - 2017

Taught first-year writing courses integrating radical pedagogy grounded in Paulo Freire and bell hooks. Assisted and facilitated graduate research projects for publication.



Erika Urquiza, CPP
GENERAL MANAGER

Erika is recognized by the National Parking Association as a Certified Parking Professional. In 2020, she was promoted to Operations Manager for Miami-Dade County. She has been in the parking industry for over 14 years, starting as a valet attendant in 2008 and working her way up to her current role overseeing six locations and more than 30 employees. In 2017, Erika received the LAZ Parking Florida employee of the year award. She managed all LAZ Parking events in South Florida and is skilled in staffing and managing events of all sizes.

Certifications

Certified Parking Professional

Experience

11 Years



Charleny Madera Deleon
HUMAN RESOURCES BUSINESS PARTNER

Charleny has over 7 years of experience in Human Resources, with a strong background in payroll, recruiting, compliance, employee relations, employee engagement, and coaching. She holds a bachelor's degree in business management from Lesley University and a master's degree in human resource development from Villanova University.

Education

BS, Lesley University
MS HR Dev. Villanova University

Experience

7+ Years
HR



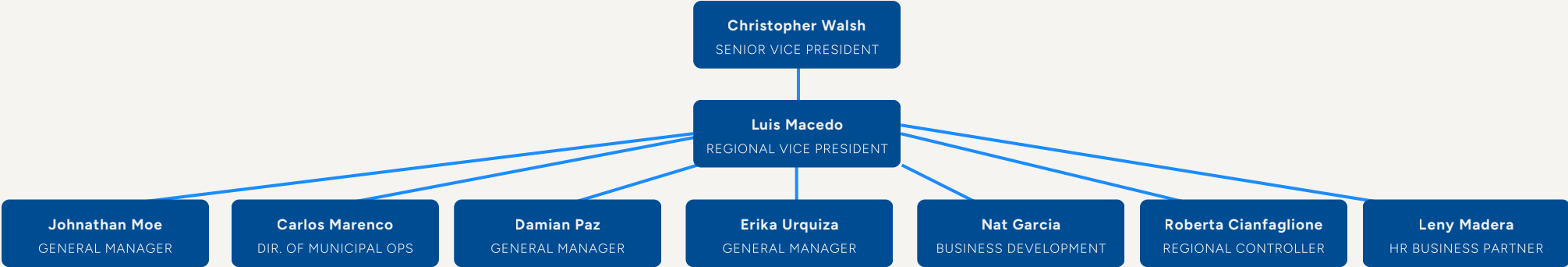
Bryan Van Antwerp
DIRECTOR OF PARKING OPERATIONS

Bryan Van Antwerp brings over 20 years of parking operations management experience, with deep expertise in valet, self-park, and resort operations across Florida's most demanding markets. Most recently serving as Director of Parking at the Daytona Beach Oceanfront Resort — a 744-room property — Bryan oversaw two valet-only garages and a full self-park operation, leading a team of up to 80 employees across hundreds of daily vehicle movements. His career spans leadership roles with SP+ Corporation and Central Parking System, where he managed multi-site portfolios across Jacksonville, Daytona, and Orlando, including central business district, special event, and port facility operations. A U.S. Army veteran, Bryan is bilingual in English and German.

Experience

20 Years
Operations

ORGANIZATIONAL CHART



Section VI

REFERENCES

Client References

City of South Miami	
Name	Alfredo Riverol Chief Financial Officer
Address	6130 Sunset Drive, South Miami, FL 33143
Phone	(305) 663-6343
Service Provided	Parking Enforcement, Maintenance, Consulting
Duration	Since 2007

City of Coral Gables	
Name	John Kowalchik Assistant Parking and Transportation Director
Address	204 Minorca Ave, Coral Gables, FL 33134
Phone	(305) 460-5330
Service Provided	Centralized Valet, Off-Street Parking Operations Management
Duration	Since 2017

City of Jacksonville	
Name	Peter Sherwill Chief Public Officer
Address	231 E. Forsyth Street, Suite 424, Jacksonville, FL 32202
Phone	(904) 255-5851
Service Provided	Management and Operations of the City's Off-Street Garages
Duration	LAZ was selected to provide these services in February 2026. While services in Jacksonville are not yet live, this highlights a major City in Florida selecting LAZ

Florida State University	
Name	Pedrelli Kari Terezakis Executive Vice President
Address	25 Champions Way, University Center C, Suite C-5100, Tallahassee, FL 32306
Phone	(850) 644-2950 (772) 979-2360 Cell
Service Provided	Parking Management Services for all events at Doak Campbell Stadium, primarily FSU Football Games
Duration	Since 2012

Volusia County	
Name	Daniel Strom Parking Contract Manager
Address	701 Eart St. Daytona Beach, FL 32118
Phone	(219) 776-6496
Service Provided	Parking management of about 2,000 parking spaces across the County's garages and surface lots.
Duration	Since 2018

Kansas City, MO (KCMO)	
Name	Matthew Muckenthaler Parking Manager
Address	414 E, 12 St., Kansas City, MO 64106
Phone	(816) 513-2819
Service Provided	On & off-street parking management and parking enforcement operations for the city's 10,500 on and off-street parking spaces. Integrations with Park Loyalty, IPS, Flowbird, Passport, Genetec LPR and TIBA PARCs system.
Duration	Since 2018

City of Long Beach, California	
Name	Elvira Manzo Program Manager
Address	411 W. Ocean Blvd., 5 th Floor, Long Beach, CA 90802
Phone	(310) 502-5544
Service Provided	Management of 10,300 spaces of off-street parking across the City's beach parking lots
Duration	Since 2017

Rhode Island State Beaches	
Name	Jennifer Ogren Assistant Administrator
Address	1100 Tower Hill Road, North Kingstown, RI 02852
Phone	(401) 667-6200
Service Provided	Parking management of 8,000 spaces across the State's beach parking lots
Duration	Since 2019

Cobb County, Georgia	
Name	Sharon Stanley Director
Address	100 Cherokee Street, Marietta, GA 30090
Phone	(770) 528-2608
Service Provided	Parking management of 1,500 spaces across the county's garages
Duration	Since 2019

West Hollywood	
Name	Vince Guarino Parking Operations Managers
Address	8300 Santa Monica Blvd, West Hollywood, CA 90069
Phone	(323) 848-6426
Service Provided	Management of 2,500 on-street parking spaces, enforcement operations, and meter maintenance.
Duration	Since 2002



Staff Report

City Commission Workshop Meeting

August 11, 2026

To: City Commission
From: Dale Martin, City Manager
Meeting Date: August 11, 2026
Item Name: Passport Labs Inc. - 30 minute presentation — 15 minute Q & A

Background:

Fiscal Impact:

Staff Recommendation:

Attachments:

1. Request for Qualifications (RFQ #26-0106) for Parking Operations & Enforcement Services_Passport Labs Response



City of Flagler Beach, FL

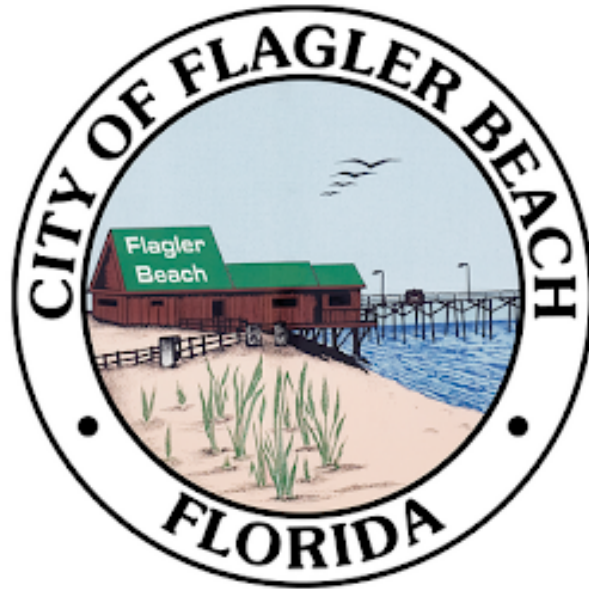
Parking Operations & Enforcement Services

July 2, 2026 - RFQ #26-0106

Prepared by: Passport Labs, Inc. | 5960 Fairview Road, Suite 250
Charlotte, NC 28210 | passportinc.com

Bid Contact: Mackenzie Smith, Proposal Specialist
Email: rfp@passportinc.com





Parking Operations & Enforcement Services

RFQ #26-0106

DUE: July 2, 2026 at 4:00 PM EST

For:
City Clerk
Flagler Beach City Hall
105 South 2nd Street
Flagler Beach, FL 32136

From:
Passport Labs, Inc.
5960 Fairview Road
Suite 250
Charlotte, North Carolina 28210

REDACTION TABLE

This RFP Proposal response includes trade secrets or other proprietary data (data) that may not be disclosed outside the City and may not be duplicated, used or disclosed in whole or in part for any purpose other than to evaluate this Proposal submittal. The data subject to this restriction are contained in the **REDACTION TABLE BELOW**. The City, for purposes of this provision, will include any consultant assisting in the evaluation of Proposals. If, however, a contract is awarded to this Respondent as a result of or in connection with the submission of this data, the City has the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the City's right to use the information contained in the data if it is obtained from another source without restriction, unless required by any applicable public records law, and no exemptions to disclosure apply, and then only to the extent required.

PAGE #	DESCRIPTION	REASON
10-11	Case Studies: Treasure Island, Key West, and Gainesville	Confidential
15-18	Resumes	Confidential
19-20	References	Confidential
21, 26, 27, 28, 34, 44, 45, 46, 50, 51, 52, 53, 54, 58	Passport Portal Images	Confidential

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July 2, 2026

Penny Overstreet, City Clerk
Flagler Beach City Hall
105 South 2nd Street
Flagler Beach, FL 32136

Dear Penny,

Passport Labs, Inc. ("Passport") is pleased to submit our response to the City of Flagler Beach's ("City") RFQ #26-0106 for Parking Operations and Enforcement Services. We understand that Flagler Beach is a vibrant coastal community where well-managed parking directly shapes the visitor experience, supports local businesses, and serves the needs of residents, and we are confident Passport is the right partner to deliver a comprehensive parking technology solution to the City. Passport is the technology leader in parking compliance and curbside payment solutions, with over 30 years of combined experience serving municipal clients across the country. Our integrated platform unifies paid parking, enforcement operations, and payment infrastructure into a single, transparent system, giving City staff real-time visibility into utilization, revenue, and enforcement activity across all 400 spaces in the Community Redevelopment Area.

Passport's approach goes beyond technology. We work closely with the communities we serve to design enforcement and communication strategies that feel fair and transparent to residents and visitors alike. In choosing Passport, the City of Flagler Beach can expect:

- **A unified platform** that connects mobile pay, enforcement, and resident exemptions in a single system — purpose-built for a greenfield coastal city launching paid parking for the first time, with no legacy hardware required and a low-friction experience for both visitors and residents from day one.
- **LPR-enabled enforcement** that gives officers real-time visibility into active sessions, resident exemptions, and violation history in the field, ensuring the City can drive compliance and protect resident quality of life without overstaffing the program.
- **Transparent, auditable revenue management** with automated reconciliation and monthly financial reporting, giving City leadership full visibility into what the program is generating and confidence that every dollar collected is accounted for.

We greatly appreciate this opportunity and look forward to demonstrating how Passport can fulfill the City's vision for modern, community-centered parking operations. For all communications regarding this solicitation, please contact Mackenzie Smith, Proposal Specialist, at rfp@passportinc.com. For pricing or implementation questions, your designated account executive, Michael Prince, is available at michael.prince@passportinc.com.

Sincerely,



Khristian Gutierrez, Chief Executive Officer

Company Profile

OUR MISSION

To be the most trusted technology partner for cities — delivering innovative curb management solutions that help shape thriving, connected communities.

Passport is the technology leader in parking compliance and curbside payment solutions, offering a unified platform that integrates paid parking, enforcement, permitting, and payment infrastructure into a single, scalable system. Passport brings the technical depth, institutional knowledge, and operational capacity to fully meet the requirements of this RFQ.

30+ Years

of Combined Parking & Technology Experience

5,000+

Locations Using Passport

\$2B+

Mobility Payments Processed Annually

Compliant

PCI-DSS & SSAE18

Headquartered in Charlotte, NC, Passport proudly employs over 150 dedicated professionals. With a devoted team embedded in the Southeast market, Passport combines national scale with local expertise for the City of Flagler Beach.

Who We Serve

Passport supports parking authorities, counties, municipalities, and private operators, bringing the technical depth, institutional knowledge, and operational capacity to fully meet the requirements of this RFQ. Our open-architecture design and API-based integrations ensure seamless connectivity with third-party systems, enabling clients to build a fully integrated parking ecosystem without operational silos or manual workarounds.

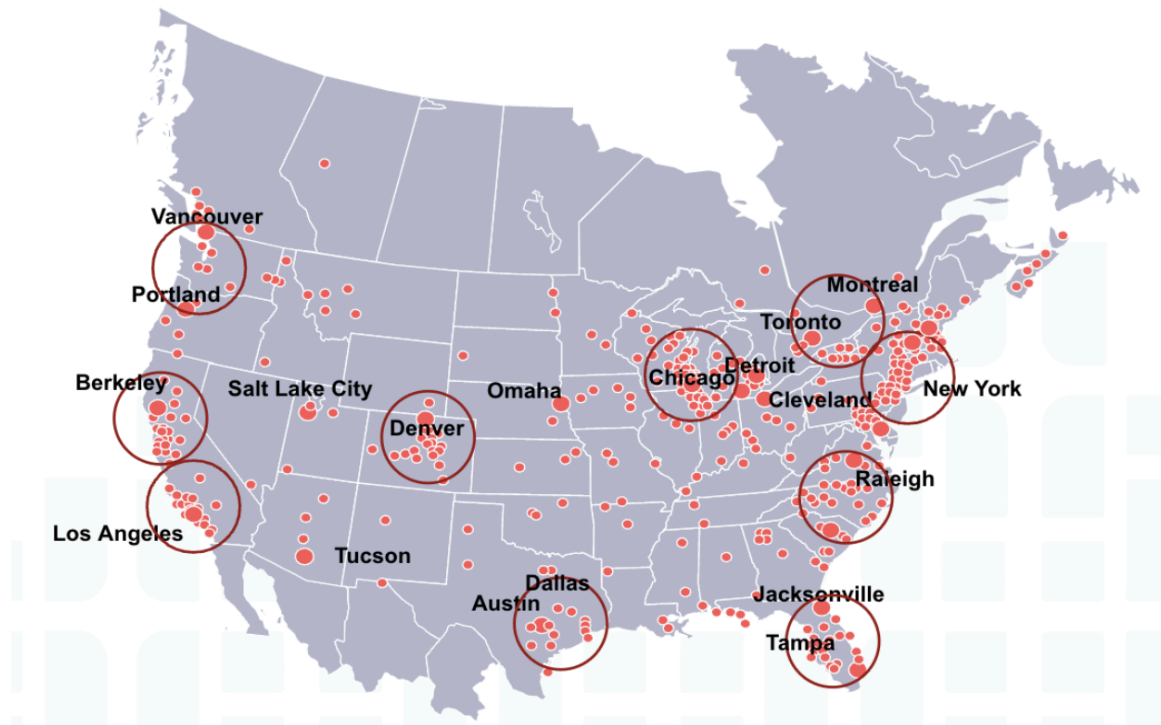
Our Platform

Two core product lines, **Parking Software** and **Payments**, are unified through a centralized back-end portal that consolidates all operational data into a single view for real-time, data-driven decision-making.

- **Parking Software:** Enforcement & Adjudication, Permitting, and Mobile Payments.
- **Payments:** Mobile & web payments, meters, kiosks, and card-present POS devices.

Partnerships

Passport's solutions support over 800 partners, including municipalities, private operators, universities and agencies, in managing and optimizing their parking and mobility operations. With over 14.3 million end users, our platform processes over 2 billion transactions annually.



Passport's Current Client Landscape

Commitment to Innovation

Passport is committed to continuous investment in our Software-as-a-Service (SaaS) solutions, ensuring we remain North American municipalities' preferred parking compliance and curbside payment solution. As an active member of the Open Mobility Foundation, we advocate for data standards to facilitate data-driven decisions.

Implementation & Integration Expertise

We have successfully implemented solutions in over 5,000 locations across the U.S. and Canada. Our experience includes complex integrations and migrations from legacy technologies, ensuring a smooth transition and standardized technology-first solutions. Universities benefit from our extensive experience and innovative solutions by partnering with Passport, enhancing their mobility management and creating a more efficient, user-friendly parking system.

Partnering with Passport

Partnering with Passport ensures innovative solutions, expert guidance and a collaborative approach to achieving your compliance and parking management objectives. Here's what you can expect:

- **Centralized Data Management** -- With Passport's portal as the foundation for all of our products, clients can visualize all mobility operational data in one central location.
- **Simplified, convenient parking experience** -- Convenient digital payment options and an intuitive mobile interface provide the foundation for parking compliance and repeat visitors.
- **System Security** -- Passport uses an advanced tokenization system that converts credit card numbers into random characters, making the data useless to criminals or hackers. As a PCI-certified Level 1 service provider by all major card networks/brands, Passport undergoes annual certification to maintain compliance. Additionally, through a partnership with Amazon Web Services (AWS), we leverage AWS Government Cloud for government-compliant security, a capability often unavailable to other processors not specialized in this industry.
- **Easy integration** -- Passport operates under an open-architecture structure, using open application programming interfaces (APIs) to fully integrate its clients' parking operations.
- **Industry experts guidance** -- Passport's seasoned and knowledgeable teams guide entities through the implementation, launch and support phases of their projects. Passport's Client Success Representatives provide continuous support throughout the contract term.

Industry Recognition

- **GovTech 100** -- List of 100 companies focused on, making a difference in, and selling to state and local government agencies across the United States.
- **Inc. Power Partner** -- recognizes providers that accelerate the success of other enterprises/organizations
- **Fast Company Most Innovative Company (No. 7 in Transportation category)** -- Honors the businesses making the most profound impact on both industry and culture, showcasing a variety of ways to thrive in today's fast-changing world
- **Inc. 5000** -- showcases the fastest-growing private companies in North America NC Tech Award (Fintech Category Winner) - recognizes a technology company that has developed a software and/or hardware solution that is disrupting the field of financial services, such as payments
- **Other awards include** -- Deloitte Technology Fast 500, Charlotte Business Journal Fast 50, Charlotte Inno On Fire (Fintech category winner), Silicon Review: Most Innovative Brands

Relevant Experience

Florida Regional Presence

Passport provides a variety of combinations of our solutions to over 60 public and private clients in Florida and serves over 100 total clients in the Southeastern United States. With deep roots in the area and a dedicated local team, we're uniquely positioned to deliver consistent, responsive service tailored to your evolving needs. Please see the case study below for Treasure Island, FL, a community with a similar size and environment to the City of Flagler Beach.



City of Treasure Island, FL -

Project Scope: The City of Treasure Island, known for its bustling tourism and vibrant local hotspots, thrives as a hub of activity. With a constant flow of visitors and residents, efficient curb management is a vital component of city operations. Because of this, the City sought to modernize operations and establish more efficient, reliable processes for enforcement and permitting. In 2016, the City partnered with Passport to power its parking compliance and permits operations.



Key Deliverables: Passport's digital compliance and enforcement solution empowers the City of Treasure Island to collect evidence, issue warnings and citations, and recover punitive revenues more effectively. Plus, with a modern, adaptable citation management system in place, gaining compliance has never been easier.

The City of Treasure Island also partners with Passport to manage its digital permitting operations. Passport's digital parking permit solution saves time and money by offering an easy-to-use online system for both customers and parking enforcement officers.

Completion & Outcome: Another benefit to digitizing its enforcement operations is the ability for violators to conveniently resolve their citations online: In 2025, 94% of paid citations were resolved online, and 96.5% of paid citations were fully paid within 90 days. The City of Treasure Island has set a new standard for modern curb management through its collaboration with Passport. By leveraging Passport's open APIs and Partner Marketplace, Treasure Island can access a comprehensive suite of tools to enhance parking compliance without the complexity of managing multiple systems. This tailored, collaborative approach enhances compliance, safety, and efficiency while meeting the City's

unique needs. Treasure Island's partnership with Passport demonstrates how integration and innovation can empower smarter, more flexible parking solutions for communities.

The following case studies below also highlight our success in delivering impactful, regionally focused solutions that drive results for clients with needs similar to Flagler Beach's. **Please click on the images below to learn more about our Florida case studies.**



KEY WEST, FL

Key West parking leaders wanted to see cost savings, but overall they wanted a fully integrated system for simplification and ease of operation. With Passport, the City can save money on payments, modernize its systems, and make the best use of technology.

\$250K

Costs recouped in credit card processing

Single Platform

One system to manage parking, enforcement and payment processing

14.7%

Overall cost savings



LEARN MORE

- Mobile pay parking app
- Enforcement
- Credit Card Processing



GAINESVILLE, FL (CITY + UNIVERSITY)

"Using the same mobile pay solution [for the city and the university] is a win-win for the community. Involving our end users in our processes helps us become more citizen-centric."

- Trish Everitt, Parking Operations Supervisor (City)

7X

Increase in mobile transactions in 6 months

8.2X

Increase in mobile app revenue in 6 months



LEARN MORE

- Mobile pay parking app
- Testing mobile-pay-only environment

Passport also works extensively in other Florida locations, including, but not limited to:

- City of Ocala, FL
- City of St. Petersburg, FL
- City of Cape Coral, FL
- City of Key West, FL

- City of Dania Beach, FL
- City of Cocoa Beach, FL
- City of Panama City Beach, FL
- City of St. Augustine, FL
- City of Tampa, FL
- City of St. Augustine, FL
- City of Gainesville, FL
- City of St. Pete Beach, FL
- City of Destin, FL
- City of Pompano Beach, FL
- City of South Miami, FL
- City of Holmes Beach, FL
- City of Fort Myers, FL
- Town of Indian Shallow, FL

Key Personnel Resumes

Passport's project team follows a structured three-phase approach—Pre-Implementation, Implementation, and Post-Implementation—to ensure a seamless rollout for the City. Pre-Implementation is led by Michael Prince and Zach Toomey, focusing on strategic planning, contract negotiations and solution alignment with the City's goals. Implementation is managed by Project Manager, Al Al-mutair, who will coordinate all cross-functional teams, overseeing system configuration, integration, and training. Post-Implementation is overseen by client success, with Kristie Williams managing support services and system enhancements. This phased approach ensures expert guidance at every stage, optimizing the City's parking and mobility solutions. Please see a short description of team bios and their respective resumes below

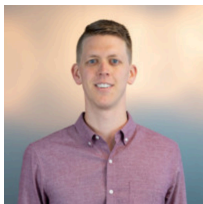
Passport Team



Michael Prince, Account Executive

Michael brings 11 years of sales experience to the Passport team. Michael strives to build lasting relationships throughout the Southeast region by offering innovative technology and scalable solutions. He brings a client-first mindset to every engagement—working closely with municipalities and agency partners to identify tailored strategies that deliver measurable results and enhance mobility and compliance outcomes.

Role/Responsibility: Michael will be the primary contact for inquiries during Passport's bid process, handle contract negotiations with the City of Flagler Beach and facilitate introductions to Passport team members upon contract award, as needed. Michael is located in Charlotte, NC.



Zach Toomey, Solutions Engineer

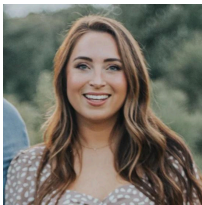
Zach joined Passport in June 2018. Zach's main responsibilities include technical demonstrations to current and prospective clients, creating the scope of work documents during the sales process, and being a technical expert resource for all Passport's go-to-market teams. Zach works closely with Passport's Sales, Product, Engineering and Implementation teams to fully understand the current status and capabilities of the product(s) functionality and features to best tailor Passport's solutions to clients. Zach has helped municipalities across North America to implement Passport's solutions, most notably Wilmington, DE and Raleigh, NC.

Role/Responsibility: Zach will work closely with the City to build a Solutions Design Workbook (SDW) and Scope of Work (SOW), specifying what will be provided to the City during the implementation stage. This will ensure that the RFP has been holistically understood and that no detail is missed.

**Al Al-mutair, Senior Project Manager**

Al will be the Project Manager for the City throughout the duration of the contract. He will be the lead person responsible for converting, implementing, delivering and integrating the requested parking system and services. Al brings 8+ years of project management with ticketing processing experience to his role. He also holds a Project Management Professional (PMP) certification and has successfully led residential parking program implementations for municipalities such as Salem, MA; Oshkosh, WI; Williamsburg, VA; and Helena, MT.

Role/Responsibility: Al will lead communication and coordination between the City and Passport. He will develop a project plan and track implementation progress and change requests through Smartsheets. He will work hand in hand with the Implementation Consultant, Development, Client Success and Support teams to facilitate on-time product delivery and a seamless transition to the new software. Following the launch, Al will ensure a successful software implementation before transitioning the project to Client Success.

**Kristie Williams, Manager of Support Services**

Kristie leads Passport's customer support organization and brings more than 10 years of client support experience, including nearly eight years supporting Passport clients and operations. She oversees support operations, process improvements, and cross-functional collaboration to ensure efficient issue resolution and strong customer experiences.

Kristie has worked closely with large municipal clients, including the City of Chicago and the City of Toronto, helping maintain stable operations in complex, high-volume environments. She also plays a key role in developing support teams and improving operational efficiency and client satisfaction.

Role/Responsibility: Kristie will oversee the City's support services, leading Passport's team of support analysts, technical support account managers, and system engineers to ensure efficient issue resolution, strong support operations, and ongoing operational support. She will also help drive continuous improvement initiatives and provide strategic recommendations to enhance system performance and the overall support experience for the City.

Michael Prince

Account Executive

5960 Fairview Road, Suite 250
Charlotte, NC 28210

Michael.Prince@passportinc.com

Experience

Passport

Account Executive III

NOVEMBER 2024 – CURRENT

- Creates and drives a business plan within assigned region to acquire new clients through focused, data-driven sales and relationship-building strategies
- Cares for both top-of-funnel and bottom-of-funnel opportunities, documenting associated prospect and client touch-points

DebtBook

Account Executive

FEBRUARY 2024 – NOVEMBER 2024

Blueboard

Mid-Market Account Executive

JULY 2023 – FEBRUARY 2024

SMB Account Executive

FEBRUARY 2021 – JUNE 2023

Sales Development Representative

JUNE 2019 – FEBRUARY 2021

4ID Solutions LLC

Business Development Executive

APRIL 2017 – JUNE 2019

PrinceEdge

Strategic Account Manager

SEPTEMBER 2014 – APRIL 2017

Education

University of California - Davis

Bachelor - International Economics

2014 | Davis, California

Zach Toomey

Senior Project Strategist

Experience

5960 Fairview Road, Suite 250
Charlotte, NC 28210

zach.toomey@passportinc.com

Passport

Senior Project Strategist

APRIL 2024 - PRESENT

- Scopes clients and drafting their statement of work
- Identifies the right solutions for a client's environment to set them up for success
- Reviews RFPs and assists in preparing proposal responses

Manager, Product Consultants

AUGUST 2022 - APRIL 2024

Senior Product Sales Consultant, Mobile Payments

MARCH 2021 - AUGUST 2022

Product Sales Consultant

DECEMBER 2019 - MARCH 2021

Sales Executive

JUNE 2018 - DECEMBER 2019

IBM

North America Data Science Segment Leader

JANUARY 2018 - JUNE 2018

Account Executive

JUNE 2015 - DECEMBER 2018

Business Analytics Brand Specialist-Summit Program

JUNE 2014 - JUNE 2015

Education

University of Virginia

Management Essentials for Developing Leaders

2017 | Charlottesville, VA

North Carolina State University

Bachelor - Business Administration

2013 | Raleigh, NC

Languages

English

Al Al-Mutair

Senior Project Manager, Client Implementations

Experience

5960 Fairview Road, Suite 250
Charlotte, NC 28210

al.al-mutair@passportinc.com

Passport

Senior Project Manager

MARCH 2021 - PRESENT

- Promoted to Senior Project Manager in April 2025
- Develop and implement standardized processes and best practices to streamline the migration process for over 100 clients and ensure consistency across multiple client engagements
- Consistently achieve a Net Promoter Score (NPS) of 10 for implemented projects by delivering high-quality solutions, maintaining strong client relationships, and consistently exceeding client expectations
- Manage project scope, timelines, and resources, ensuring projects are delivered on time and within budget
- Develop and maintain project plans, status reports, and risk assessments to ensure project progress is communicated to all stakeholders
- Monitor post-migration performance and conduct periodic reviews to identify opportunities for optimization and ensure ongoing client satisfaction

HealthStream

Implementation Project Manager

MARCH 2020 - MARCH 2021

Uhlig LLC

Client Implementation Manager/Project Manager

AUGUST 2017 - SEPTEMBER 2019

State Street

Client Operations Specialist

JULY 2016 - AUGUST 2017

Boston Financial Data Services

Mutual Fund/Corporate Securities Representative

JUNE 2013 - JULY 2016

Education

The University of Kansas

Bachelor of Science in Petroleum Engineering

2012 - 2017

Certifications

Project Management Institute

Project Management Professional (PMP) | 2024

Kristie Williams

Manager, Support Services

Experience

5960 Fairview Road, Suite 250
Charlotte, NC 28210

kristie.williams@passportinc.com

Passport

Manager, Support Services

NOVEMBER 2024 – PRESENT

Oversees and manages customer service. Commitment to proper protocol for problem resolution, established channels of communication and escalation, and overall customer satisfaction.

Team Lead, Support Services

APRIL 2020 – NOVEMBER 2024

Support Analyst

JULY 2018 – APRIL 2020

Indeed.com

Client Success Specialist - Ad Agencies

NOVEMBER 2015 – JULY 2018

Altice USA

Ad Sales Traffic Coordinator

AUGUST 2014 - NOVEMBER 2015

Davis Vision

Client Administrator

JULY 2013 - AUGUST 2014

Apple

Family Room Specialist/iOS Technical

JULY 2011 - JULY 2013

Education

State University of New York at Old Westbury

Bachelor of Arts - Communication & Media Studies; Marketing | 2012

References

To demonstrate our proven experience and ability to deliver high-quality parking management solutions, Passport is pleased to provide the following references. Each reflects a successful engagement with a client of comparable scope and complexity. These references highlight our capabilities in implementing Passport's paid parking, enforcement software, and payments platform in municipal environments. Full contact details are provided to facilitate direct verification.

REFERENCE NO. 1



City of Cocoa Beach, FL

Contact Name & Title: Leann Symon - Financial Program Coordinator

Contact Phone: (321) 868-3231

Contact Email: leann.symon@cityofcocoabeach.com

Address: 2 S Orlando Ave, Cocoa Beach, FL 32931

Years Serviced: 10 years

Description of Services: Passport partners with the City of Cocoa Beach to provide an integrated suite of services including mobile pay parking, digital enforcement, and payment processing — delivering a unified platform for citation management, revenue collection, and operational reporting.

REFERENCE NO. 2



City of Sarasota, FL

Contact Name & Title: Broxton Harvey - General Manager of Parking

Contact Phone: (941) 263-6477

Contact Email: broxton.harbey@sarasotafl.gov

Address: 1575 2nd Street, 1st Floor, Sarasota, FL 34236

Years Serviced: 1.5 years

Description of Services: The City of Sarasota partnered with Passport to unify their mobile pay parking, digital permits, enforcement, and payments. Under one connected parking ecosystem, Sarasota can now operate more efficiently and with greater visibility across departments.

REFERENCE NO. 3



Contact Name & Title: Dave Hildebrand - Parking Enforcement Supervisor

Contact Phone: (727) 743-4171

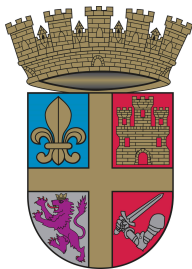
Contact Email: dhildebrand@mytreasureisland.org

Address: 10451 Gulf Blvd, Treasure Island, FL 33706

Years Serviced: 10 years

City of Treasure Island, FL	Description of Services: The City of Treasure Island has partnered with Passport to manage its coastal parking enforcement and permitting operations. Passport provides an integrated platform encompassing digital enforcement, digital permitting, and payment processing — enabling the City to efficiently manage compliance and revenue across its beachfront parking footprint.
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REFERENCE NO. 4



City of St. Augustine, FL

Contact Name & Title: Tara Bennie - Parking Enforcement Supervisor

Contact Phone: (904) 825-1090

Contact Email: tbennie@citystaug.com

Address: 75 King Street, Saint Augustine, FL 32085

Years Serviced: 8 years

Description of Services: The City of St. Augustine has partnered with Passport to support its parking operations across one of Florida's most visited historic destinations. Passport provides an integrated platform encompassing mobile pay parking, digital permitting, and enforcement — giving the City the tools to manage high visitor demand while maintaining compliance across its diverse parking footprint

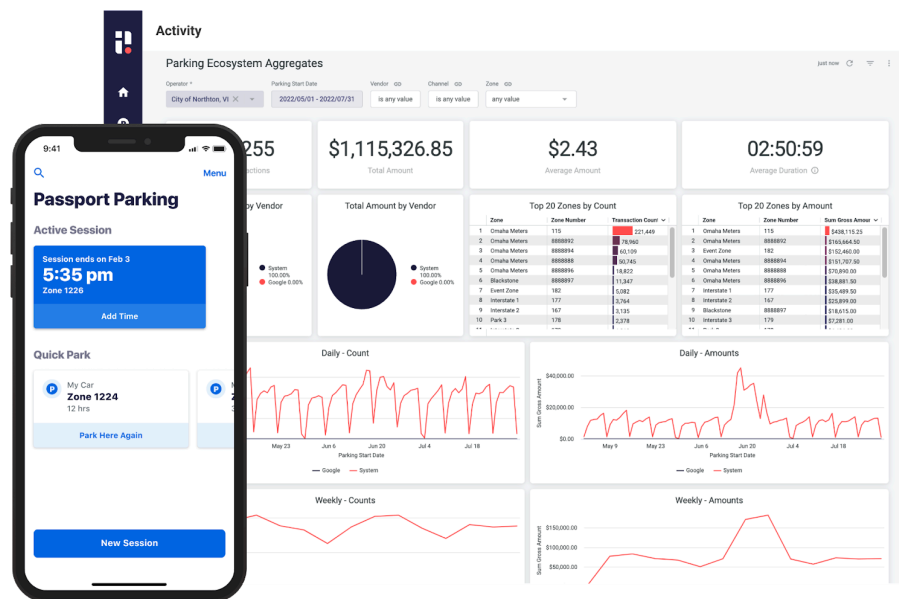
Response to Section 3. Scope of Services

Respondents should demonstrate the ability to provide the following services:

3.1 Parking Operations & Customer Service

Oversight of daily parking operations (beachfront, on-street, off-street lots).

Passport Parking Application ("Passport Parking") is an industry-leading mobile pay parking solution that makes it easy for customers to park and pay digitally. While customers experience a seamless digital parking transaction via Passport's Parking Application, the City is provided with Passport's portal, a robust back-end system for real-time parking management.

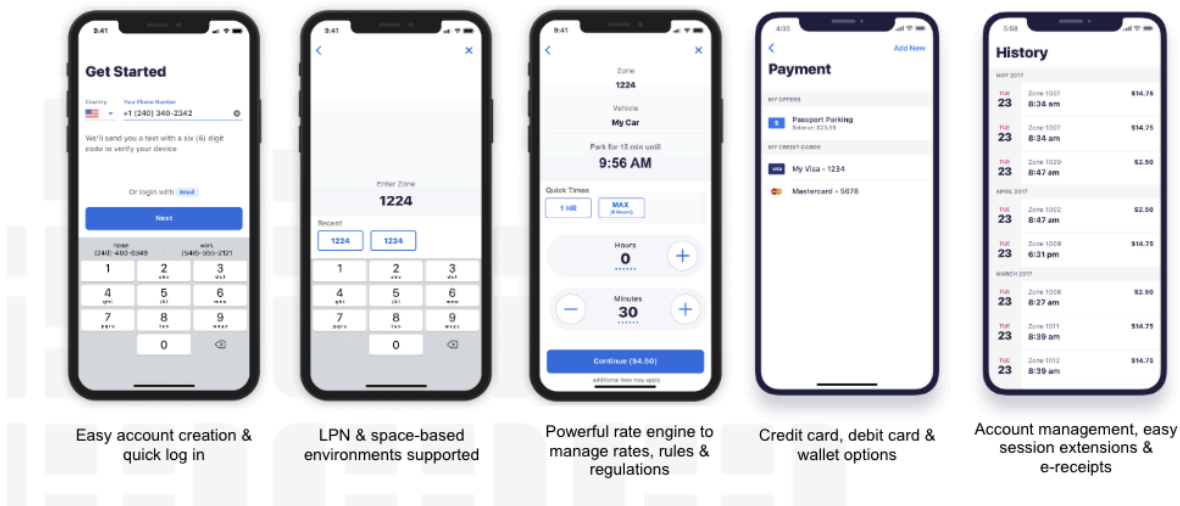


Passport Parking Application Dashboard

Passport enables the City to provide its citizens and visitors with the most efficient parking application available. The application provides the framework to create a simplified and seamless experience for customers, resulting in greater parking compliance and the increased likelihood of using the app for parking again. Through the Passport Parking application, parkers can:

- **Register for an account** in less than 1 minute by providing the minimal amount of data needed (valid phone number or email).
- **Add account information**, including multiple vehicles, payment options, and profile details.
- **Initiate and extend sessions** without having to return to their vehicle, as push notifications will alert customers when their parking time nears expiration
- **Save time** through shortcut features that recognize customer parking patterns while leveraging GPS location to streamline the user experience.

- **Receive a receipt** for each session detailing charges and access their full parking history from the application account page.
- **Access support** through an in-app frequently asked questions (FAQ) page, as well as a "Contact Us" option to submit a help request to Passport's Product Support team.



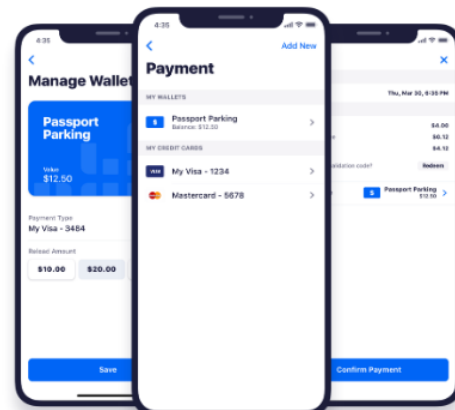
Passport Parking Application Payment Flow

Passport Parking Session & Expiration Notification

The Passport Parking application will notify customers of their expiration at a predetermined time. Prior to session expiration, customers will receive a notification from the app reminding them that their session ends soon. Customers are given the option to extend their time in the app remotely. The City can set limitations on extensions to help increase overall parking compliance and parking turnover, and extensions will never exceed the maximum parking time associated with a rate or zone location. Once customers have started their session, an "Active Session" tile will appear on the app's main screen. This shows the zone, session end time and other details about the parking session. Extending sessions is not supported in the Text to Pay or Guest Checkout features.

Payment Options

City parkers will have the ability to use a variety of payment methods, including all major credit cards (Visa®, MasterCard®, Discover®, and AMEX®) and credit-card issuer-backed debit cards, a digital closed-loop wallet program, Apple Pay®, and Google Pay™. Passport is also listed as a certified gateway provider on both Visa and Mastercard's national registries and is recognized as a sponsored service



provider for both companies. Passport implements tokenization to remove sensitive card details and maintains PCI DSS certification as a Level 1 service provider by all major card networks.

Google Pay and Apple Pay are also available as additional payment options to pay for single transactions or to fund a Passport Parking wallet through Passport merchant services. Digital payment options offer a number of benefits, including:

- Drive mobile adoption by offering customers more convenient ways to pay for parking at no additional cost to the City.
- Enhance the checkout experience by allowing customers to bypass the manual entry of their credit card information before checkout. This is particularly helpful in driving conversion for first-time customers by eliminating this pain point and also helps to decrease decline rates due to entry errors.
- Promote cardholder security, as digital wallet transactions have an extra layer of security.

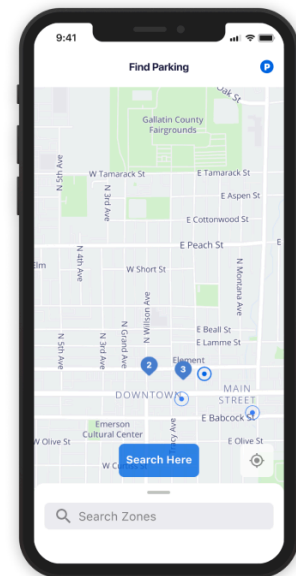
Payment Confirmation

Customers must confirm their payment when starting a session. The confirmation page details the zone, space number, vehicle, start and end times, parking and convenience fees, and payment method. Upon confirmation, the payment method is authorized. If incorrect information is entered (e.g., wrong PIN, invalid zone or card number), an error message prompts re-entry. Invalid or insufficient funds result in payment denial and no "Active Session" tile in the app. After completion, customers receive an email receipt, and all past sessions are accessible in the "History" screen, with the option to resend receipts via email.

Map Integration

Passport's 'Find Parking' capability allows users to navigate a map that is geographically relevant to their GPS location and displays parking zones and their respective availability. The map is built with Mapbox, a third-party map design tool and library that allows Passport to build a map that is on-brand with minimal development effort. Please note that for the "Availability" functionality to work, the City will need sensory technology from a third-party company such as Cleverciti or Eleven-X. More details can be provided upon request.

Passport's in-app map helps customers find and return to parking zones with ease. This feature uses geo-location to pinpoint a customer's exact location and display nearby zones. Customers can pan and zoom the map, search by zone number, and quickly navigate back to a previously parked zone by referencing that number. After

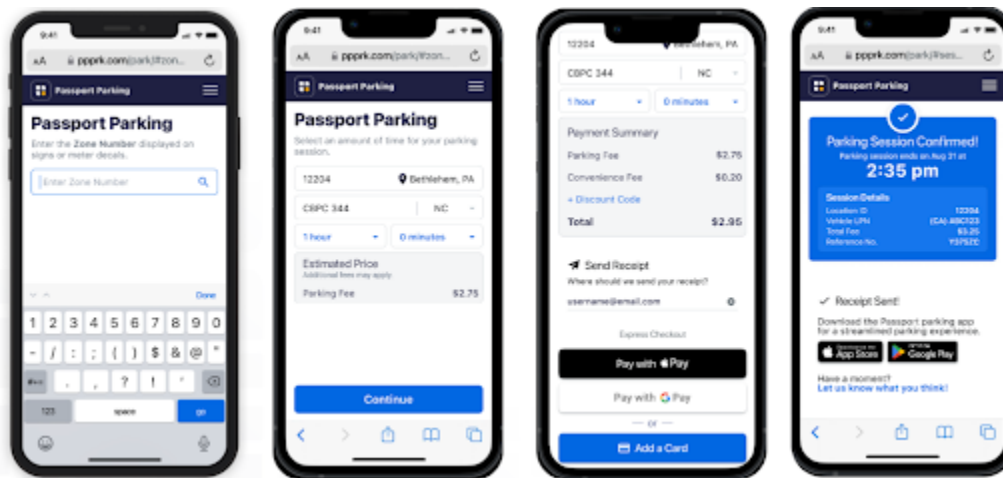


selecting a location, customers will see three options: “Directions,” “Park Here,” and “About.”

- Directions will provide turn-by-turn navigation to the specific zone via Google Maps (or Apple Maps if Google Maps isn’t installed).
- Park Here allows customers to start a session from the selected zone.
- About opens the “Zone Information” section, which contains additional location details and a description for that zone—helping customers understand any special rules or landmarks.

Alternative Parking with Guest Checkout

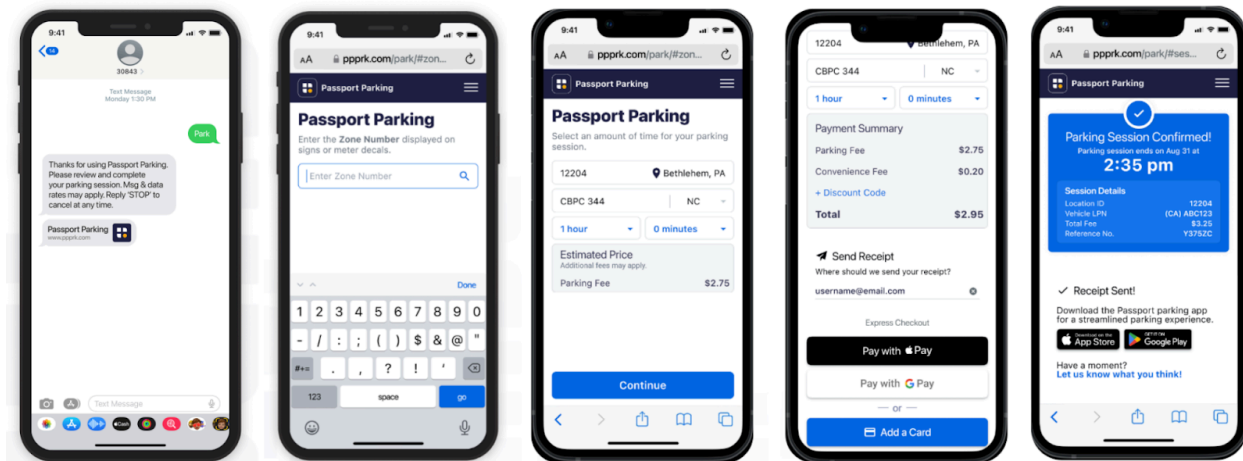
City parkers can initiate a parking session without downloading the app, using Passport’s Guest Checkout features to include Text to Pay, QR code, and manual URL entry in a web browser, as described below. These independent mobile features streamline payment, eliminating the need for users to create a Passport Parking app account and enabling swift parking. Please see the illustrative depiction of the Guest Checkout experience.



Guest Checkout Flow Screenshots

Text to Pay

City Parkers will also have the option to use Passport’s Text to Pay feature. This feature allows users to receive a link to initiate a parking session by texting a short code number using specific keywords. This offering provides a quick, contactless transaction process without relying on meters.



Passport's Text to Pay Process

QR Code

Passport's parking platform can be configured to support QR codes based on access or payment flows. However, we do not recommend using physical QR codes due to the increasing risk of fraudulent activity associated with them. If QR codes are requested, Passport strongly recommends the use of dynamic or digital QR codes (e.g., presented within a secure app or website) to help minimize potential misuse and security vulnerabilities.

Passport expressly disclaims all liability related to the use of QR codes. The City assumes full legal and operational responsibility for any fraudulent activity, misuse, or security or data breaches that may arise from their deployment or distribution.

Web Browser

Passport provides a mobile-optimized companion website that will mimic the look and feel of the Passport mobile application for users with alternative platforms (e.g., Blackberry, Windows Mobile, etc.) or who do not wish to download an app. This website (<https://ppprk.com/park/>) is accessible via all modern web browsers. It will feature a slightly different UI experience than the app but will provide access to all the same core features and functionality, ensuring the same end-user experience. The mobile-responsive web browser option allows customers to "Register" for a Passport account, "Sign In" if a returning user, or "Continue as a Guest," as shown in the *Mobile Website Landing Page* image below.



Sign In

Don't have an account? [Register](#)

or

Continue as Guest

By continuing, you agree to the [Terms of Service](#) and acknowledge our [Privacy Policy](#).

Whether using the mobile phone application or the companion mobile website via desktops, tablets, or other mobile devices, customers can access all the same features and functionality to initiate sessions and manage their Passport accounts.

Registration via IVR

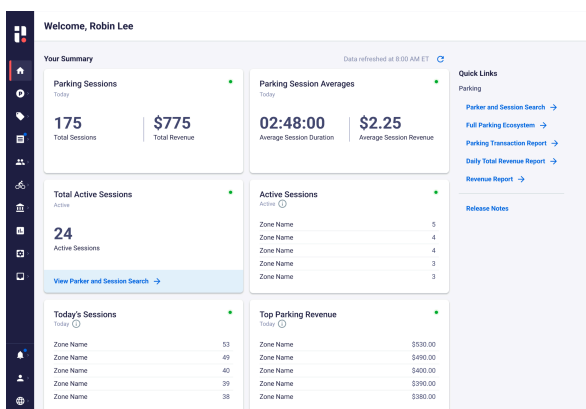
Passport can provide an IVR solution to accept parking payments via phone call. The City, or Passport, will procure a toll-free phone number, and Passport will program the phone line with its IVR call tree to prompt callers to register and/or pay for parking sessions. If an account has already been established for the incoming number, the IVR system will recognize and initiate a session using that account information. IVR is available in English and Spanish.

Passport's Portal

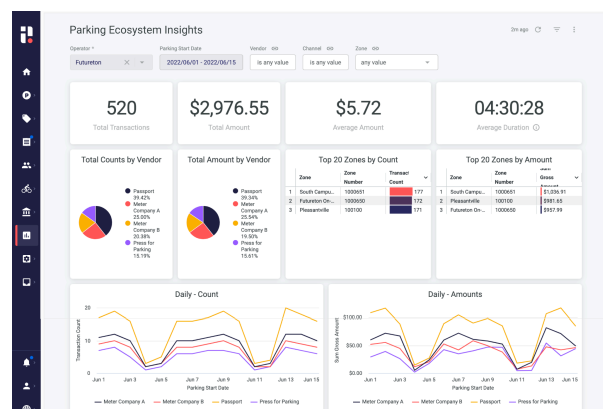
Passport Parking is accompanied by a comprehensive cloud-based back end system, Passport portal. Passport's portal will serve as the City's data hub and will allow the City to manage parking rates, digital wallets, restrictions, and zone notifications. In addition to the management of daily operations, Passport's portal includes dashboards, data visualization, and expansive search capabilities for data analytics, reporting, and enhanced customer support.

Dashboard

As users log into Passport's portal, they will also be presented with a dashboard that will provide an overview of the City's parking environment. The City will be able to visually track key data points and performance throughout its different parking locations. As parking transactions are initiated on the street, City users will be able to quickly gather metrics such as transaction counts, average session value, and total net revenue. These metrics can be further refined by applying zone or date filters. The dashboard will also provide strategic data insights to help the City identify any trends in parking activity (e.g., revenue is up by 5% month over month).



Homepage Dashboard in Passport's Portal



Parking Ecosystem Insights

Parking Settings & Configurations

The City will maintain control over back-end system access, tailoring functions and report access based on individual roles. The City will have at least one main trusted administrator who will manage all other accounts, including account creation, access control, and password resets.

To monitor system changes and prevent impermissible access, Passport's portal requires a valid username and password, which enables an audit trail record of all processing actions within the system.

Parker & Session Search

The "Parking Session Lookup" page within Passport's portal allows City staff to look up individual transactions and find additional information as needed. City staff can use several search criteria to locate a particular session/user, including:

- **Session ID** -- the unique identifier for Passport Parking sessions
- **Parker ID** -- the unique identifier for Passport Parking app users
- **License Plate Number** -- vehicle used to park
- **Zone Number** -- location where the session took place
- **Status** -- multiple selection drop-down of session status (e.g., active, voided, expired, etc.)

After clicking "Search," the system will return all transactions that match the search criteria. The results will display the following data points: Session/Reference ID, Parker/Account ID, LPN/Space, Session Start Time, Session End Time, Total Fee, and Status. The figures below shows all transactions that meet the filter criteria with a status of "ended."



Home

Mobile

Logout

Calendar

Reports

Dashboard

Notifications

Profile

Help

Parker and Session Search

Parker ID

Name

Email

Phone

LPN
abc123

Session or Reference ID

Clear

Search

PARKER ID	FIRST NAME	LAST NAME	EMAIL	PHONE	CARD TAIL	LPN	ACTIVE
18650099	Said	Serik	said.serik@passportinc.com	8503216541	Visa-5650	abc123	ACTIVE
18228046	Sam	Lee	sam.lee@passportinc.com		Visa-1747	ABC123	ACTIVE
13794035	Zach	Toomey	Zach.toomey@passportinc.com	3364208201	Visa-1111	abc123	ACTIVE
11425006	Kate	Bothe	kate.adorno@passportinc.com	8157614344	Visa-9992	ABC123	ACTIVE
1236203	Suresh	Yalagadda	sureshuyar@gmail.com	7047243430	Visa-1111	abc123	ACTIVE
117421	Michael	Rafferty	mrafferty11@gmail.com	5619017686	Visa-5160	ABC123	ACTIVE

Help Hub

Client Portal

Home

Parking

Permits

Enforcement

Fleets

Facilitators

Micromobility

Payments

Reporting

Settings

Cashiering

Notifications

Gregory LeFevre

Alliance Parking

Parking Session Lookup

Session/Reference ID

Parker/Account ID

LPN

Zone Number

Status Ended

Clear

Search

Pro tip: Select to limit results to exact matches

SESSION ID	PARKER ID	LPN/SPACE	SESSION START	SESSION END	TOTAL FEE	STATUS
343667287	24160629	TEST12	01/25/2022 8:01 AM	01/25/2022 9:01 AM	\$1.75	ENDED
288039104	19566408	SSTST	05/12/2021 2:22 PM	05/12/2021 2:24 PM	\$2.35	ENDED
341108908	23997233	TEST12	01/13/2022 9:13 AM	01/13/2022 10:13 AM	\$0.35	ENDED
288039045	19566395	ABC123	05/10/2021 3:34 PM	05/10/2021 3:35 PM	\$1.35	ENDED
288039049	19566396	TEST123	05/10/2021 3:58 PM	05/10/2021 3:59 PM	\$1.35	ENDED
288039066	19566396	TEST123	05/11/2021 10:28 AM	05/11/2021 10:29 AM	\$1.35	ENDED
257751903	17241973	ABC123	10/15/2020 3:15 PM	10/15/2020 3:30 PM	\$0.75	ENDED
294739769	20204697	2	06/23/2021 1:49 PM	06/23/2021 1:53 PM	\$0.31	ENDED
294739952	13230095	1	06/29/2021 5:04 PM	06/29/2021 5:07 PM	\$0.25	ENDED
261963791	17546262	NATE123	11/09/2020 4:02 PM	11/09/2020 4:19 PM	\$0.85	ENDED

Load More

Parking Session Lookup

Parker Support

The “Parker Support” page within Passport’s portal provides City staff with access to various account management functionality related to Passport’s mobile pay parking solution. The features within “Parker Support” enable City staff to manage customer accounts, as they can oftentimes be the first line of defense when it comes to end-user support.

FUNCTIONALITY	DESCRIPTION
Account Updates	This page allows City staff to perform suspensions, deactivate accounts, perform pin bypass for locked-out customers, and more.
Parking Session Updates	This page will display all current and historical parking sessions associated with customers’ accounts. City staff can see an overview from each session, including zone, start/end time, LPN, credit card tail, and session status. Clicking into a specific session allows City staff to perform voids, refunds, and email customer receipts.
Wallet Updates	This page allows City staff to perform wallet refunds and adjustments in addition to transferring wallet balances to other customer accounts.
Payment Info	This page allows City staff to view the payment methods customers have on file and their status (e.g., default, expired, etc.). Staff will also be able to view any failed authorizations (e.g., payment method declined) and the corresponding reasons.

Vehicle Info

This page allows City staff to update, add, and remove account vehicles.

App Info

This page allows City staff to view customer application info such as the date customers accepted the Terms & Conditions, past sessions, verification codes (i.e., customer lockout), and more.

Parker Support Options

• Implementation and management of technology-based parking payment systems.

Passport serves more than 800 clients across 5,000+ locations, supporting over 14.3 million end users, and backed by more than 30 years of combined expertise in parking technology. Through this depth of experience, we have refined a proven, scalable, and repeatable implementation process that has consistently delivered successful launches of our parking solutions.

Client Experience Team

Passport ensures every deployment is collaborative and tailored to client needs through its proven implementation framework. The Client Experience team—uniting Client Implementations and Solutions Engineering—combines product expertise with project management discipline to guide the City from contract execution through launch and beyond. Solutions Engineering will work directly with the City to capture requirements and define system functionality during the Contracting and Scoping phase. Solutions Engineering will produce two foundational documents—the **Solution Design Workbook (SDW)** and the **Scope of Work (SOW)**—which will serve as the blueprint for success, documenting regulations, operational processes, integrations, and data migration requirements while ensuring mutual agreement on deliverables. Post contract execution the implementation begins with a kickoff call, where stakeholders align on goals, timelines, and responsibilities.

Throughout the project lifecycle, a dedicated Project Manager and Implementation Consultant oversee configuration, integration, and testing, maintaining weekly communications and managing progress through SmartSheets for full transparency and accountability. The City's assigned Client Success Manager provides strategic oversight to ensure milestones are achieved and that the system aligns with agreed specifications, while Passport's Support Services stand ready to address issues and maintain continuity. This structured, collaborative approach—anchored by rigorous testing, milestone approvals, and proactive communication—ensures the City achieves a smooth transition, operational readiness on day one, and long-term program success under Passport's ongoing partnership.

Implementation Phases

Passport has defined the critical phases, milestones, deliverables, and corresponding responsibilities across the implementation stages in the table below. This structured framework provides clarity, accountability, and alignment for all parties involved, ensuring a disciplined and transparent approach to project execution.

**If Applicable*

PHASES	KEY MILESTONES	PARTIES INVOLVED	DELIVERABLES
Pre-Implementation			
Discovery	- Complete SOW - Complete SDW - Validate milestones and deliverables	- Client - Solutions Engineering - Sales	SOW
Implementation			
Project Kick Off	- Kick-Off Meeting - Review of solution - Project timeline created	- Client - Project Manager - Implementation Consultant - Client Success	- Project Plan - Weekly meeting scheduled
System Configuration	- Build-out of the City's environment - Creation of Customer Portal - Merchant Processing Configuration	- Client - Project Manager - Implementation Consultant	- Payment Portals - Merchant Processing Application* - NLETS form* - Letter templates
Hardware Order & Deliver	- Ordering of hardware - Approval of custom citation template*	- Client - Project Manager	- Citation paper - Bluetooth printers - Issuance handhelds*
Legacy Import Process	- Import Sample Data - Validate Sample Data - Import Legacy Data	- Client - Incumbent Vendor - Project Manager	- Data mapping - Sample import - Final import
Testing & Training	- Testing of the City's environment - Training	- Client - Project Manager - Implementation Consultant	- How-to Guides - Recorded training sessions
Product Approval & Launch	Signing of System Setup Approval Form	- Client - Project Manager - Client Success	- System Setup Approval Form - Hand-Off meeting

PHASES	KEY MILESTONES	PARTIES INVOLVED	DELIVERABLES
	Hand-off to Client Success & Support Services		
Post-Implementation			
Post-Launch	- Quarterly reviews to ensure City satisfaction - Ongoing change management reviews and updates - New software release updates deployed to the City at no additional cost	- Client - Client Success	- Action plans - Release notes - Standard upgrades

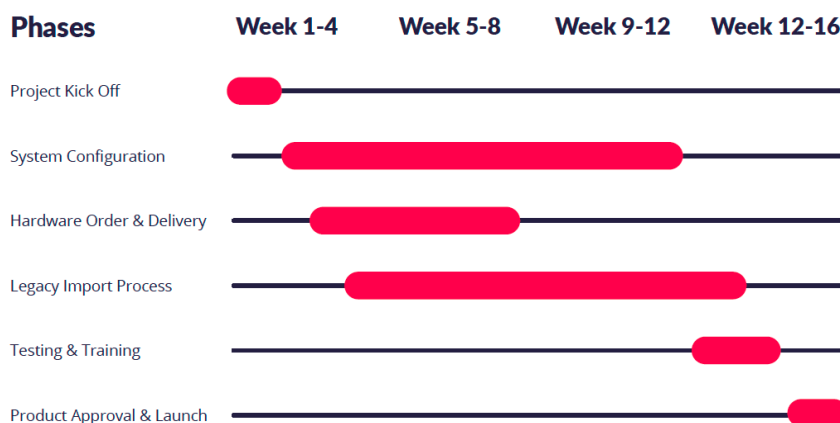
Passport's Implementation Phases

Example Implementation Timeline

Passport's parking management solution is designed for efficient deployment and typically implemented within 16 weeks. To ensure clarity and alignment, the City will receive a detailed implementation timeline that specifies the anticipated completion dates for each project phase. Please see an illustrative example below that highlights each key phase during the implementation stage, along with corresponding estimated timelines for completion.

**All timelines are subject to change based on project complexity and agreed-upon changes to scope.*

Parking Management Timeline



• Customer service plan for users of all parking facilities (critical component is that City property owners/long-term renters would be exempt from parking fees).

Paid Parking - End-User Customer Support

Passport is committed to providing response and comprehensive customer support to both the City and its parking customers. We provide a 24/7 customer service hotline, ensuring users/parkers can submit inquiries and access support resources at any time, every day of the week. Our end-user Live Call Center is available 24/7 via phone at +1 (704) 817-2500. Real-time assistance from a live representative is provided daily from 8:00 AM to 9:00 PM ET, seven days a week. Outside of these hours, callers may leave a voicemail, which will be addressed promptly during the next available service window. Customers may also contact our support team at any time by sending a message to support@passportinc.com. This model ensures comprehensive coverage and timely support while allowing users to reach out whenever issues arise.

While users can submit requests 24/7, immediate live resolution is not guaranteed outside of standard response windows unless the issue involves a system outage or critical service disruption, in which case on-call engineering teams are engaged. All inquiries are logged, triaged, and responded to based on severity, with clear escalation protocols in place to ensure continuity of service.

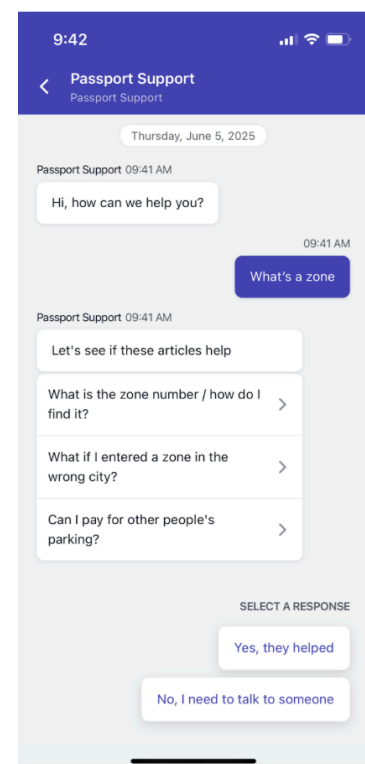
In-App Support

In addition to live support, Passport offers intelligent self-service options accessible through our mobile application and online help portal, including an AI-powered chatbot and ticketing system available 24/7, as shown in the image below.

Within the same app, customers can also navigate to the “Support” page to:

- Search a dynamic FAQ knowledge base related to app technology and its functionality.
- Submit inquiries through the “Contact Us” form (which generates a ticket).
- Review key policies like the Terms and Conditions and Privacy Policy.

This layered support model ensures that City parkers can receive timely, effective assistance through live agents or automated digital channels.



City of Flagler Beach - Customer Support

The City will work closely with Passport's Client Success (CS) team for ongoing strategic and tactical support. Passport's Client Success department is dedicated to maintaining its many valued partnerships while serving as the main point of contact for any feedback, questions, or concerns regarding Passport's paid parking, enforcement, and payments platform.

Product Support Services

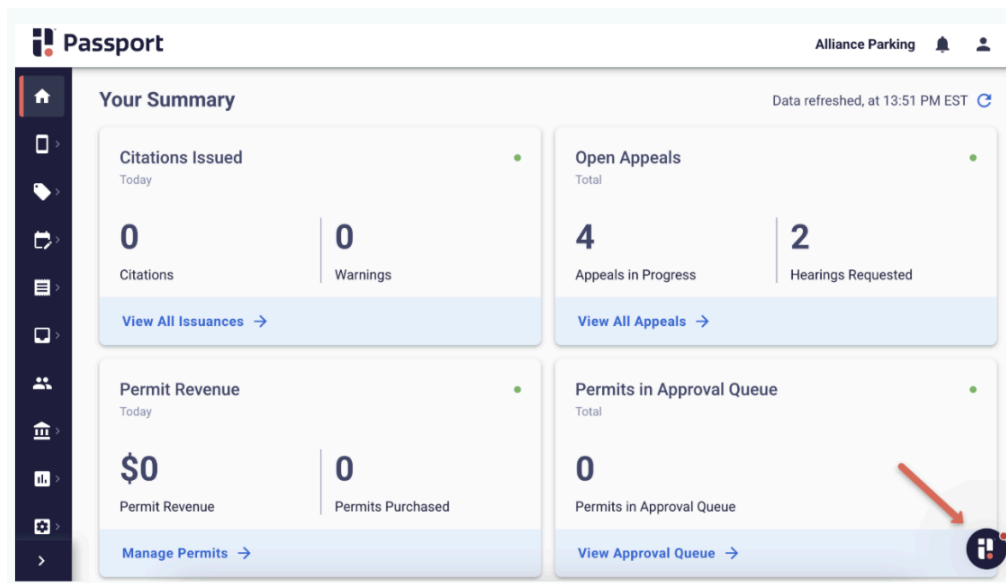
In addition to dedicated Client Success support, the City will have direct access to Passport's live Product Support Services Monday through Friday from 8:00 AM to 7:00 PM ET for all technical issues, troubleshooting needs, and general support requests. For critical or high-priority issues, after-hours support is available through Passport's answering service to ensure timely response and continuity of operations. City staff can reach Product Support through the following channels:

- **Phone** -- (980) 939-0990 / After Hours: (866) 815-3043
- **Customer Support Platform** - A centralized, in-product support experience where clients can submit and track requests, access answers, and receive faster resolution through intelligent intake and routing—further differentiating Passport's customer service and technology capabilities. Please see the following section for additional details.

Customer Support Platform

Passport's Customer Support Platform is a fully integrated support experience built directly into Passport Portal, providing a centralized, efficient way for clients to access help without leaving the platform. The tool eliminates the need for separate support portals or lengthy email threads by combining self-service resources, support requests, and ticket tracking in one place.

Accessible from the Messenger icon in the lower-right corner of the Portal, users can search the built-in Help Center for knowledge articles, start new support requests, and view open or resolved conversations. The Help Center enables immediate, self-service access to step-by-step guidance and troubleshooting, allowing many questions to be resolved quickly without waiting for support staff. Below is an example of where you can find the Messenger icon:

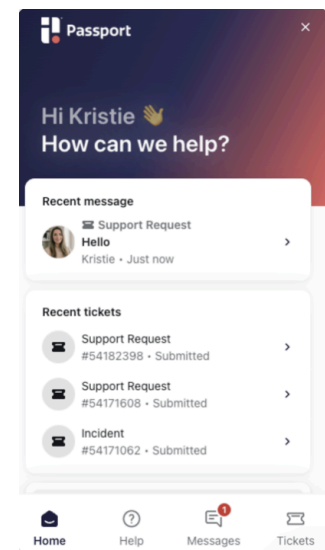


Messenger Icon

When a request is submitted, users are guided through a conversational, chat-style flow that collects relevant details and context, reducing back-and-forth and accelerating issue resolution. Requests that require assistance from Passport's Support team are automatically converted into tickets, which can be tracked in real time within the Messenger. All communication related to a ticket remains centralized, with email notifications alerting users to updates.

Support Messenger Chat

Support access is managed through role-based permissions, ensuring appropriate control and security. Overall, the Support Messenger enhances transparency, responsiveness, and ease of use while improving the support experience for municipal staff.



3.2 Parking Enforcement

- **Enforcement of City parking ordinances, including issuance of citations and compliance monitoring.**

Passport's native Android front-end enforcement application, OpsMan Mobile, available on the Google Play Store, will be used by enforcement officers to issue citations. Passport uses dynamic lookups of each license plate number (LPN), checking each inputted character against a continually updated database of information (e.g., mobile app payments, meter payments, enforcement lists,

etc.) and retrieving data in an average of 2.5 seconds. Once issued, all citation data will be pushed to the cloud-hosted Passport portal and made available for payment, tracking, and reporting.

In less than 30 seconds, an enforcement officer will be able to enter an LPN, validate if the vehicle is illegally parked, and issue a new citation. When a citation is issued, the citation's data is then pushed to the cloud-hosted Passport portal and made available for payment, tracking and reporting.

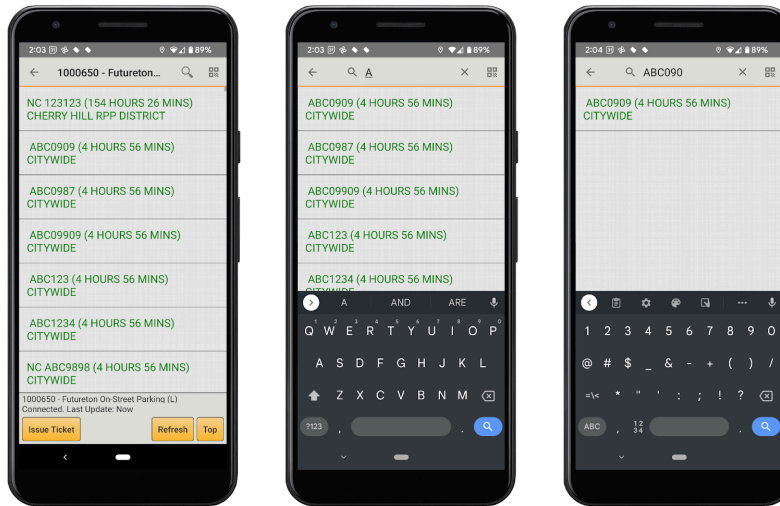
Dynamic Lookups

The ability to designate fields as "required" in order to issue a citation; customized, pre-formatted fields for consistent entry; and "fuzzy match" inputted LPN characters, all help to eliminate the human error associated with issuance. Passport's OpsMan Mobile enforcement software uses Dynamic Lookup technology to provide a more efficient enforcement process. While monitoring, an enforcement officer will enter the first 1-3 characters of a suspected noncompliant LPN, and OpsMan Mobile will automatically check this input against a master database to verify status (e.g., active permit, pay-by-cell session, meter payment, scofflaw list, etc.). As characters are entered, the Dynamic Lookup feature will return only those records that contain the array of characters entered by the officer.

Monitoring Vehicles

As enforcement officers patrol parking zones, they can quickly validate a vehicle's parking session by entering its license plate number (LPN). This is checked against a continually updated database to determine parking eligibility, pulling data from mobile apps, meters, pay stations, and permit files. Passport integrates with industry-leading vendors and uses open APIs to connect to existing or future systems within the parking ecosystem.

The Dynamic Lookup feature improves efficiency by allowing enforcement officers to enter the first 1-3 characters of an LPN, narrowing the search to relevant records. When a violation is confirmed, Officers can easily issue tickets with minimal clicks, as OpsMan Mobile rechecks the LPN against the latest data before ticket issuance, ensuring accurate results with fewer risks for data entry errors.



An enforcement officer is monitoring all parking in Zone 1000650.

An enforcement officer enters "A" into the search bar, which returns all LPN's beginning with that character.

An enforcement officer enters additional characters (BC09D) into the search bar, eliminating all LPNs that do not contain that exact array of characters.

Handheld LPR

Enforcement officers also have the option to use Passport's Handheld LPR (HHLPR) feature, available on OpsMan Mobile Android devices, that enables officers to quickly capture LPNs and validate if they have a valid parking right without ever having to exit their vehicle. By quickly snapping a photo, HHLPR reduces time spent verifying parking or identifying wanted vehicles on difficult-to-read license plates, eliminating the need for an officer to manually check the plate number against a primary database. Once an image is processed, one of the following actions will appear:



HHLPR Verification Examples

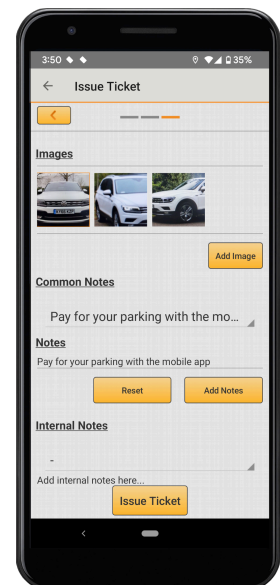
If the vehicle has a valid parking session, the image will show a green check mark. If the image was a bad read, an orange “?” will show, prompting an officer to retake the image. If the vehicle does not have a valid parking right, a red “X” will show, prompting an officer to issue a citation.

Multi-Plate Permit Monitoring

Passport supports enforcement of multi-plate permit rules — situations where a single permit may be associated with multiple vehicles, but only one vehicle is allowed to use the permit at a time. This is enabled through a permit marking workflow on the handheld: as enforcement officers patrol a lot, they mark each vehicle parked under a multi-plate permit by pressing the “M” button next to the plate. If two vehicles associated with the same permit are marked within a configured time window, the handheld alerts the officer that the permit is being used by more than one vehicle simultaneously. The officer can then issue a citation directly from the alert. Reporting is available through the Multi Plate Permit Usage report, which shows how often a permit is used, by which vehicles, and whether each usage resulted in a violation.

Capturing Evidence

With Opsman Mobile, enforcement officers can capture evidence and take notes. Enforcement officers will be able to take unlimited pictures or configure a required number of images to capture as evidence of the parking violation, with the ability for a single photo to be selected and printed onto the ticket. All remaining photographs will be perpetually tied to the violation, vehicle, and citizen record in Passport’s portal. OpsMan Mobile will allow enforcement officers to issue violations with two extensive note fields: internal and external notes. External notes will print on the violation and internal notes will only be seen by administrators. Notes are either written in an open text box or can be selected from a predefined “Common Notes” list. The free-form notes can either be typed manually or dictated through the voice-to-text feature for hands-free functionality. From Passport’s portal, administrators have access to all notes and can also enter additional notes following issuance. All notes will include a timestamp and the associated user ID. Evidence is a vital step in ensuring the City and citizens have a full picture of where, when and why violations have been issued.



Booting/Towing

A vital component of any parking compliance operation is vehicle immobilization. During implementation, Passport will define and implement the parameters under which a vehicle is considered “scofflaw” or eligible to be immobilized. The LPN scofflaw data will flow into the OpsMan Mobile enforcement software, so that as officers verify LPNs using Dynamic Lookups in OpsMan Mobile, the software will check for inclusion in a scofflaw list. If included, the officer will be alerted on the app screen, and will know to initiate subsequent boot/tow processes, as appropriate. All

interfaces included in Passport's enforcement suite communicate through a set of internal APIs, so officers will receive a feed of scofflaw information on their ticketing route. This ensures accurate identification of immobilization-eligible vehicles and does not require any additional action by City enforcement officers to verify status.

Digital Chalking

OpsMan Mobile also has an electronic chalking feature which makes it much easier for officers to mark, track, and issue timed-parking violations than using traditional chalking methods. This feature allows officers to mark the vehicle LPN, location, stem valve position, and time limit. One of the key differentiators of Passport's system is that chalking session marks are stored from each officer and are preserved and shared across shifts and devices, meaning when any enforcement officer using OpsMan Mobile marks that vehicle again, the information from the previous chalk (location and the stem valve position) regardless of shift, is readily available.

• Use of technology for enforcement (e.g., electronic citation devices, License Plate Recognition, where appropriate).

Issuance Hardware

Zebra TC27 Touch Computer & BlueTooth Printer

For the City of Flagler Beach's enforcement program, Passport will supply Zebra's TC27 Touch Computer Series and ZQ320+ printers with its hardware as a service plan. As an authorized reseller of the Zebra TC27 device, Passport offers this durable, Android-based touch computer designed specifically for rugged environments, ensuring reliability and performance in demanding enforcement operations.



Please see below for additional details regarding the TC27 handheld devices with camera-ready capabilities and printers.

Display & Build

As an Android-based device, the TC27 has an internal warning when the "skin" temperature gets too high, and now the OS can also help protect the device's USB port from short circuits or overheating. The TC27 is fortified with a Corning Gorilla Glass window that is built to handle the elements (snow, rain, heat, freezing cold) and is waterproof, dustproof, and can withstand drops to concrete. The 5.0" High-Definition display screen touch panel has a multi-capacitive touch that supports stylus, bare fingertip, or gloved fingertip input.

Battery

The TC27 has a rechargeable 3,300 mAh lithium-ion PowerPrecision+ high-capacity battery that quickly charges through a USB port. The battery delivers more than enough power to outlast a shift

(up to 14 hours). However, should an officer need to replace the battery during their shift, the batteries are removable, eliminating the need to take a device out of service for charging.

Camera & Audio

The TC27's camera is 13MP, with a rear camera flash LED that generates balanced white and an f/2.2 aperture. This high-quality camera will make it much easier for parking enforcement officers to take multiple pictures of each vehicle. All pictures will be stored with the citation in Passport's portal, with the option to print one photo directly onto the citation. The TC27 can scan 1D and 2D barcodes with an extraordinary range using the SE4710 Imager.

Passport's solution also offers voice functionality to ease the issuance process for officers. Passport's issuance software includes a voice-to-text feature for a hands-free method of dictating notes to be added to the citation. Any audio files recorded on the device will not be transmitted to Passport's portal. Should the City wish to attach an audio recording manually, an officer could do so through the "Add Notes" feature in Passport's portal and include a link to the external audio URL.

Printer & Accessories

Passport will provide the City with Zebra ZQ320+ Bluetooth printers with class-leading battery power, durability, and easy remote management to print the citations. The outside-four-walls model of the printer is designed to handle the elements, generate high-quality citations, and guarantee power for the longest shift in the field. The ZQ320+'s print speed is adjusted dynamically in real time, based on multiple factors (motor torque, battery and print head temperature to print density, battery age, available voltage, etc.) to consume the exact amount of energy needed. This technology reduces the ZQ320+'s power consumption by 20-30% per battery cycle. When the battery needs to be recharged, Zebra offers a rack-based backroom charging station that can accommodate all the City's devices at once. Additionally, printers can be charged using an AC-to-USB power adapter.



The Zebra ZQ320+ can also be outfitted with several accessories, as shown below, making the officer's experience more comfortable or extending the battery life. Passport can supply a case or strap to carry the printer over the shoulder rather than attaching it to a belt. Additionally, Passport can provide various charging options, including a car charger and a charger rack, which charges up to five printers at one time.



Zebra Accessories

Paper

For the Zebra ZQ320+ printers, Passport offers blank or custom pre-printed paper stock (custom stock at an additional charge). The paper is Appvion PolyTherm paper and, as such, does not require an envelope when issuing a citation. The custom paper can accommodate double-sided printing and is perforated to the exact citation size.

- **Coordination with City staff and law enforcement to address compliance issues.**

Florida DMV Integration

Passport has a full integration with the Florida Department of Motor Vehicles. For Flagler Beach, this means that registered owner lookups and holds are now at the City's fingertips, adding another layer to the comprehensive enforcement system provided by Passport. Passport will act on the City's behalf to work with the DMV to:

- Receive registered vehicle owner information based on the license plate information received from parking citations.
- Initiate and release vehicle registration holds for license plates based on non-payment of parking citations.

The benefit of the City's enforcement provider having a live integration with the DMV is instrumental to the City's parking enforcement program. This integration saves the City time and money, while making the violation more consequential to the violator. This is one less step to be taken on by the City and will aid Flagler Beach in achieving a high collection rate on citations.

Registered Owner Data Retrievals

In order to maximize revenue collection on outstanding tickets, there is no single part of the parking enforcement process that is as important as registered owner name retrievals. Passport is

developing the most extensive registered owner name retrieval program in the industry, leveraging both direct DMV and third party integrations. Passport's existing relationship with the Florida Department of Highway Safety and Motor Vehicles (DHSMV) cannot be overstated.



This partnership is already established and will enable the City to begin collecting names and addresses immediately following launch. Establishing these integrations and relationships require a great deal of time and effort, and Passport can provide its DHSMV integration to the City on day one.

Passport's active integration with the Florida DHSMV allows Passport to retrieve accurate name and address information for registered owners of ticketed vehicles in the City of Flagler Beach. Information received from the Florida DHSMV and other agencies nationwide will populate the information on the outbound correspondence listed above. This integration also allows Passport to facilitate registration hold processing on behalf of the City. This facilitation is done automatically and requires no initiation from City staff to update within the record. This process is designed to discourage repeat offenders and increase revenues.

Passport is also integrated with the National Law Enforcement Telecommunications Service (NLETS) for all Department of Motor Vehicles (DMV) agencies in the United States, which provides secure access to registered owner information from Departments of Motor Vehicles (DMVs) in all 50 U.S. states.. Upon receipt, information from NLETS is auto-populated into the citation record in Passport's portal and triggers the system to generate the necessary correspondence(s).

The City will approve all notice and letter templates, and Passport will ensure specifications are met, such as including the City's letterhead or adding content applicable to state and/or federal laws. Passport's portal records all outbound correspondence as an audit trail item on the citation record, including a copy of the letter template for viewing and/or printing by administrators. Correspondences will be automated to mail on a schedule defined by the City.

Delinquent Noticing & Correspondence

Passport's portal will give the City full control over its notice processing, ensuring effective communication with all outstanding citation holders. During implementation, Passport will work with the City to configure the system to establish criteria for the automatic generation of delinquency notices, coordinating with all designated deadlines and schedules. Once pre-established criteria are met, the notice sequence will be initiated, and proper correspondence will be automatically generated and mailed to the address on file.

All outbound correspondence templates will be configured by Passport during implementation to be sent to violators or applicable fleet companies on a City-defined schedule. This correspondence can include delinquent notices for outstanding violations, appeal decision letters, or any other required templates. Passport thinks of this communication as having two distinct workflows:

1. **Violation Lifecycle Communication** -- these are notices that should be automatically generated and mailed (e.g., first, second, and final delinquent notices).
2. **Specific Letters** -- these are specific letters that staff can send in response to frequently asked questions or requests (e.g., appeal decisions, insufficient funds, incomplete checks or payment plan letters).

Each generated and mailed notice will be tracked in the system through the violation's trail, with a copy of the correspondence for viewing and/or printing. Passport will work to ensure all notices and letters will be customized to meet the City's requirements. The City can generate letters to accompany certain processing actions, such as appeal decisions. Passport can configure designated disposition codes and standard response language for these processes to keep responses consistent.



City of Passportopolis
Transportation & Mobility Department
Parking Services
290 NE 3rd Avenue,
Charlotte, NC 33301

November 6th, 2019

April Dickerson
1312 S College St, Apt 1110
Apt 1110
CHARLOTTE, NC 28203

Issue Date & Time: 10/29/2019 at 4:13 PM
License Plate: PASSPORT
Citation #: 20361919
Violation: TEST Overtime/Parking
Ordinance: 26-157 (A)(B)(C)
Amount Due: \$32.00

1st Delinquent Notice

Dear April Dickerson,

Our records indicate the citation referenced above, against tag number **PASSPORT**, was issued on **October 29th, 2019 at 4:13 PM**. The City of Fort Lauderdale Ordinance **26-157 (A)(B)(C) TEST Overtime/Parking** allows for the assessment of penalties as follows:

A late penalty will be applied to any parking violation where payment is not received within **30 days** from the date the citation was issued. An additional late penalty will be applied to any outstanding balance after **45 days**. **Cost for collection of amounts due will be added after 90 days.**

Registered vehicle owners are subject to immobilization if the registered owner has (3) or more outstanding citations.

Fee Schedule for Ticket 20361919 (details above)

Pay By 11/13/19: \$32.00
Pay By 11/28/19: \$47.00
Thereafter: \$67.00

Payment Options:

- Online with a credit card at CLT.mcpay.com
- By App with a credit card the the Lauderparking app.
- By Phone with a credit card by calling (555) 555-5555. *This is an automated voice system
- For more options, visit charlotte.gov/parking

- The City of Charlotte

CITY OF RALEIGH - PARKLINK
222 West Hargett Street
Box 590
Raleigh, NC 27610



Parking/Payment Information: (919) 996-3996 or Website: www.raleighnc.gov

In-Person Payments:
Revenue Services Lobby, Municipal Building
222 West Hargett Street, Raleigh, NC
Office Hours: 8:30 AM – 5:00 PM, Monday to Friday

Notice Date: 7/1/2019
108484000 AHN TEST

NOTICE OF ADJUDICATION HEARING

Your request for an Adjudication Hearing concerning the citation number shown below has been received. Receipt of your fine payment to serve as the deposit for the hearing is also acknowledged. This payment will be refunded to you should the adjudicator decide in favor of your appeal.

Hearings are scheduled on the third Thursday of each month at 8:10 PM in the ParkLink office located at:
One Bank of America Plaza, Suite S-002
310 W. Martin St. Suite 109, Raleigh, NC 27601

The office is physically situated on Wilmington Street directly across from the Cabarrus Road intersection. On-street parking is complimentary after 5:00 PM. Convenient off-street pay parking can be found in the Convention Deck located next door to the parking office. The best access is from the Wilmington Street side.

Your hearing has been scheduled for . It is important that you are on time as other hearings will be taking place. A hearing usually lasts about ten minutes and is designed to be a customer-friendly process. You will be given opportunity to state your circumstances and present any relevant information you wish the adjudicator to hear or see such as photographs or diagrams. You may also bring one witness to present evidence. The adjudicator will render her decision and inform you of this at the hearing. A subsequent notice of the decision will be mailed to you within 72 hours.

If you have any questions or require additional information, please call the ParkLink Office at (919) 996-3996.

Citation Number	Issue Date / Issue Time	Violation / Location	Plate/State VIN	Make/Type / Color	Total Fines & Fees	Payment	AMOUNT DUE
108484000	06/17/2019 10:55	ELECTRIC VEHICLE PARKING Loc: 0 W DAVIE ST 218	TEST / NC	ACUR 2 DOOR BEI	\$50.00	\$50.00	\$0.00
TOTAL DUE NOW							\$0.00

Sample Delinquent Violation Notice

Sample Hearing Letter

Scofflaw

Passport's portal will provide the City easy access to scofflaw reporting to identify habitual and repeat violators as determined by the City's business rules. As citation issuance data is compiled

within Passport's portal, the system will identify any scofflaw vehicles qualified for special enforcement/immobilization (e.g., booting/towing). This scofflaw data will then be sent to the OpsMan Mobile software and as officers issue citations, the issuance process will check LPN information against this continually updated scofflaw database.

To accommodate the City's booting, towing, and impoundment procedures, Passport will provide its "Boot and Tow" module within its Portal. Administrators will be able to export a complete list of scofflaw vehicles in several formats. Vehicles will be added/removed from the scofflaw list on a regular basis based on citation status such as newly issued and outstanding violations as well as paid/closed citations. Passport can also send a refreshed scofflaw list to third-party boot and tow companies each day ensuring all involved enforcement parties have updated information on scofflaw vehicles and can accurately enforce.

3.3 Technology Integration & Reporting

- **Proposal for parking technology systems, integration plan, data reporting dashboards, and analytical tools to support City objectives.**

Should the City choose Passport to manage paid parking, enforcement, and payments, our platform is designed to aggregate and standardize data from diverse sources into a single, centralized system for unified management and analysis. As users log into Passport's portal, they will be presented with a dashboard that will provide an overview of the City's parking environment. The City will be able to visually track key data points and performance throughout its different parking locations. As parking transactions are initiated on the street, City users can quickly gather metrics such as transaction counts, average session value, and total net revenue.

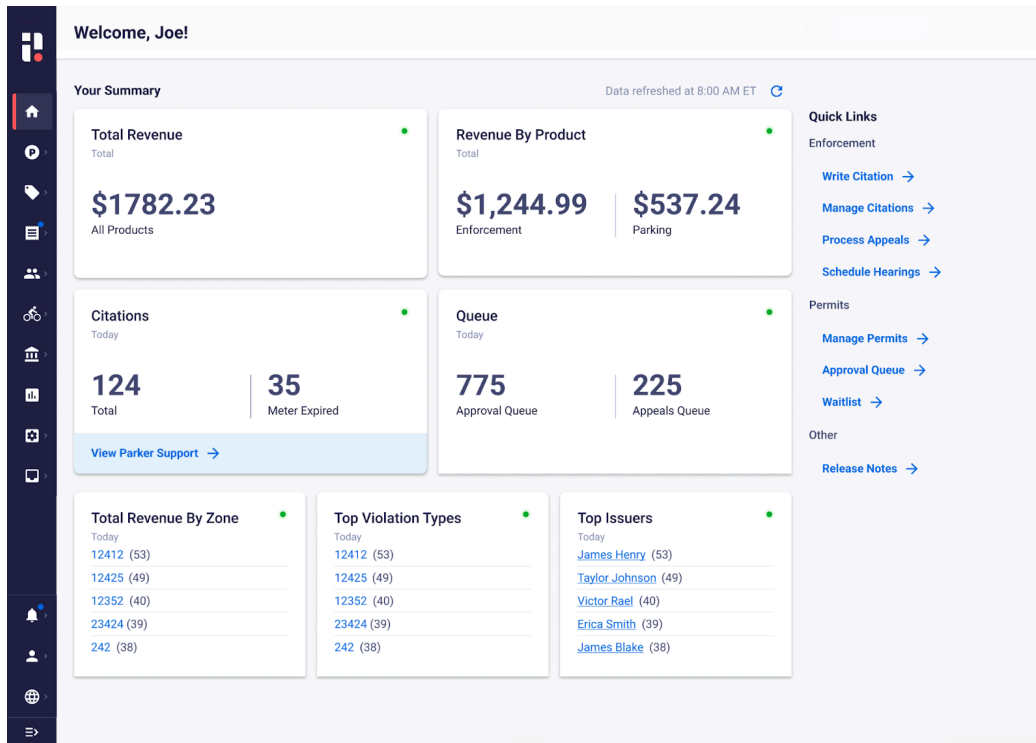
Furthermore, the City can use this assimilated data to experience the most integrated view of its paid and unpaid curb spaces, and any department in the City can use the information to promote livability, safety, environmental sensitivity, and equity at the curb.

Passport's portal is 100% cloud-native and runs entirely within Passport's managed AWS infrastructure as a SaaS. Passport gives City staff a single, streamlined view of parking, citation, and permit data—all in one centralized portal. Accessible from any modern browser on Windows or Mac, this unified system eliminates the need to toggle between platforms or manage disconnected tools. With real-time insights, seamless workflows, and full program visibility, staff can work faster, make smarter decisions, and manage the entire curbside operation from one powerful, integrated interface.

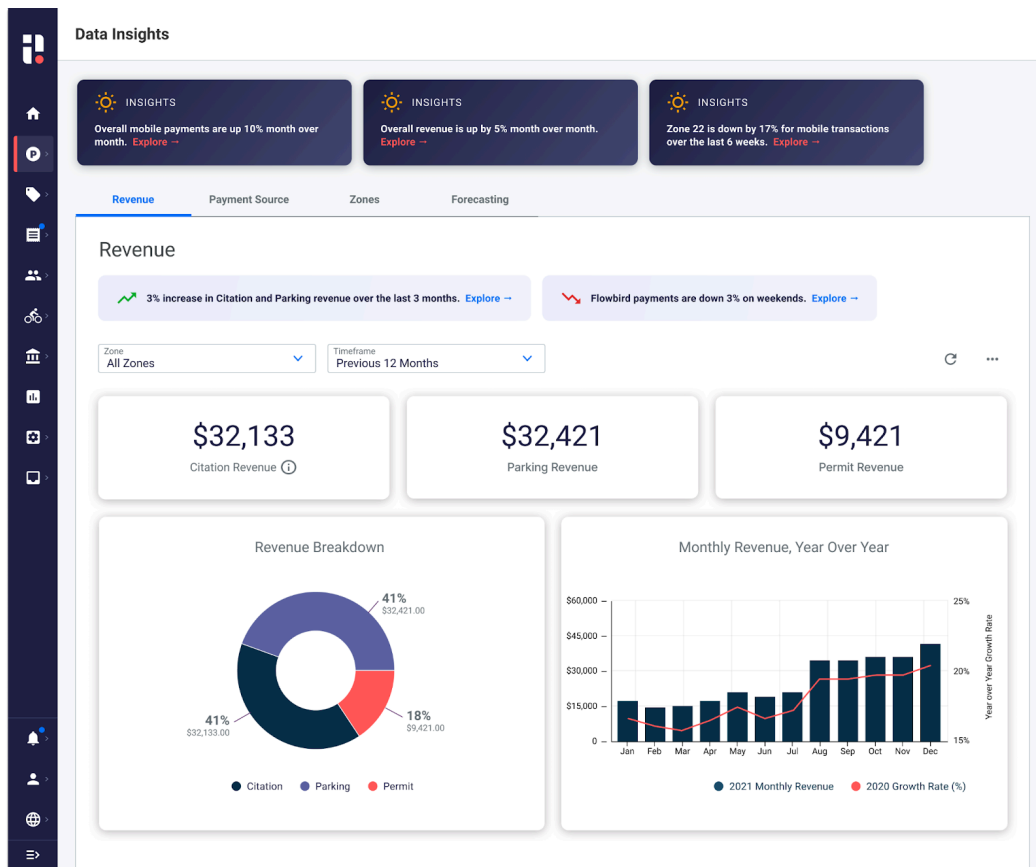
Business Intelligence & Analytics

As users log into Passport's portal, they will be presented with a dashboard that will provide an overview of the City's parking environment. The City can visually track key data points and

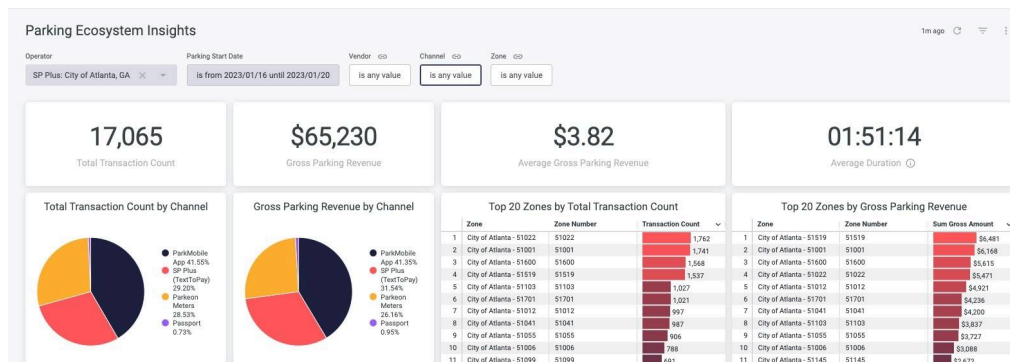
performance throughout its parking locations. As parking transactions are initiated on the street, City users can gather metrics quickly, such as transaction counts, average session value, and total net revenue. These metrics can be further refined by applying zone or date filters. The dashboard will also provide strategic data insights to help the City identify any trends in parking activity (e.g., revenue is up by 5% month over month).



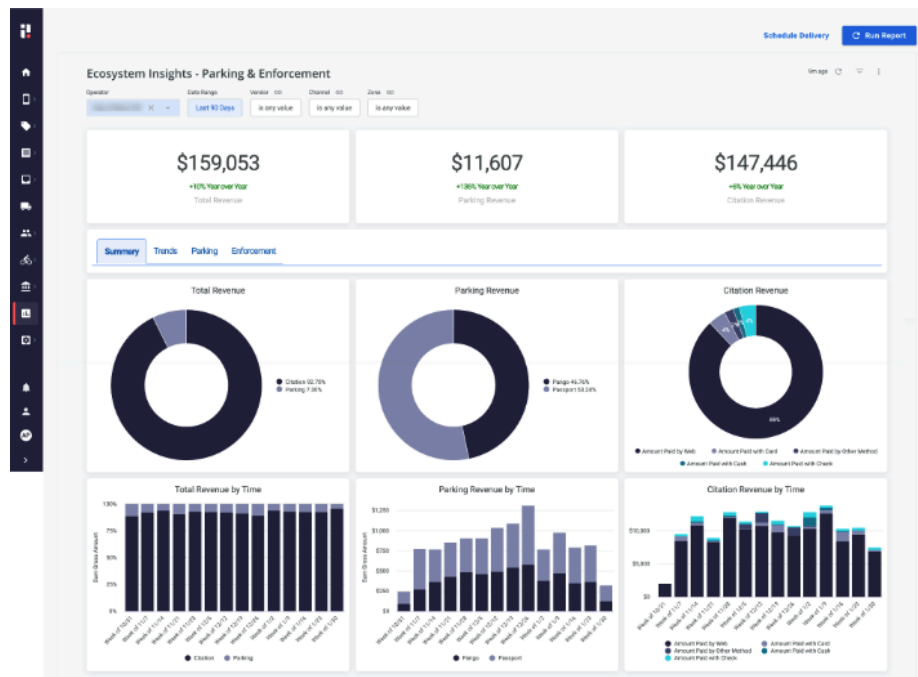
Daily Pass Homepage Dashboard in Passport's Portal



Citation, Parking, Permit Revenue Data Insights



Parking Ecosystem Insights -Meters & Other Sources



Ecosystem Insights - Parking & Enforcement

The details above highlight Passport's business intelligence capabilities. This centralized solution allows the City to access all its data in one location. Additionally, the City will have the opportunity to provide feedback for enhancements to the home dashboard and to identify other intelligence features it would like to access.

Expansive Integrations

As Passport grows, so does the reach of its capabilities within its clients' parking and mobility operations. Passport currently integrates with 200+ software providers across the parking and transportation industry. Below, Passport has provided an abbreviated list of vendors it integrates with, including meter/pay station hardware providers, enforcement vendors, and LPR vendors.

ACTIVE TECHNOLOGY INTEGRATIONS				
Enforcement/LPR		Meter/Pay Station	Pay-by-Cell or Digital Permits	
Data Ticket	T2/Digital	IPS	Honk Mobile	PayByPhone
Tyler Technologies	TurboData	Flowbird	Flowbird	ParkMobile
AIMS	Gtechna	MacKay Meters	T2	Mobile Smart City (Pango)
Duncan/Civic Smart	Genetec LPR	Global PS	Zephire	Tiba/HUB

Integrations with Providers in the Industry

Open APIs

Passport utilizes Application Programming Interfaces (APIs) to connect its platform with other systems in its clients' parking environments. The City will have direct access to transaction information (license plate, start time, end time, and location) within Passport's portal. Any potential development to integrate with Passport's open API will be the responsibility of the participating vendor. If the City would like to connect any additional new APIs, a development fee may be associated, which would be determined at the time of the request.

In the interest of security, access to these APIs will be restricted to authenticated applications only. Passport has several APIs in place to connect the different vendors and systems operating across one location. Below are two of Passport's primary API setups that the City's future vendors can leverage to connect to Passport's mobile pay parking solution, provided they conform to Passport's industry-standard authentication model.

Parking Rights API

This API puts in place monitoring integrations that allow enforcement officers to determine whether a vehicle has a "right" to be parked in a specific area. These rights can be granted through a variety of mechanisms, including payments via mobile pay parking apps, meters/pay stations, permits, and more. When plugged into these APIs, enforcement officers can receive parking right data associated with either zones, vehicles, or space numbers.

Passport utilizes these APIs to connect its mobile pay parking solution with several of the vendors (e.g., Flowbird, Global PS, T2, Duncan, etc.) and these could be leveraged to connect with any other provider the City desires.

Events API

Passport has made an event ingestion API publicly available with the purpose of allowing third parties to share parking session events in real-time and can be utilized in two ways:

1. For parking session events, it shares authorized parking session information for enforcement and reporting purposes.
2. For sensor and IoT events, the API provides a method for sharing occupancy.

• Preparation of regular utilization, revenue, and enforcement reports.

Passport's platform provides a flexible solution with a powerful, robust data engine that enables entities to ingest, transform, aggregate, and deliver data from various sources into one comprehensive location. With Passport as the City's parking management vendor, several data sources, including LPR system(s), mobile apps, cameras, meters, infrastructure (i.e., sensors, or hardware on the curb) can be ingested into one source. Passport's comprehensive collection of all

assimilated data will reduce the City's cost of maintaining multiple systems while simultaneously streamlining its operation.

Furthermore, the City can use this assimilated data to experience the most integrated view of its paid and unpaid curb spaces, and any department can use the information to promote livability, safety, environmental sensitivity, and equity at the curb.

Mobile Pay Reporting

Passport's portal offers data reporting and business intelligence tools to draw actionable insights on the City's parking environment that can help inform parking policy changes, make data-driven decisions, and innovate technology to serve its community at the highest level.

**Screenshots and additional details are included on the following pages.*

REPORT	DESCRIPTION
Parking Transaction Report*	Pulls a list of parking transactions based on applied filters, with details for each transaction.
Settlement Period Summary Report*	Represents process volume and revenue by day for parking and will provide users with the exact quantity and value of merchant processing fees, gateway fees, chargebacks, and refunds that have gone into the "Net Settlement" amount.
Revenue Report*	This report provides aggregated parking revenue metrics from three perspectives: a <i>Total Summary</i> , a <i>Daily Total Revenue Report</i> , and a <i>Summary By Zone Revenue Report</i> .
Daily Total Revenue Report*	Aggregates cost, transaction, and revenue figures for a specific date the transactions were settled.
Transaction by Customer Report*	Provide a list of transactions related to a single customer.
Invoice Details Report	Provides information for a given monthly invoice for the City. For specific details, users can access an <i>Invoice Detail</i> report which provides a comprehensive look at key metrics on cost, fees, and revenues for a specific invoice.
Transactions by Merchant Report	Provides a comprehensive revenue breakdown of parking transactions and refunds under the following product offerings, Passport Mobile Transactions, Third-Party Application Transactions, Wallet Transactions, and Events.
Suspended Account Attempts Report	Provides the time/date for attempts made to access accounts that were suspended.

REPORT	DESCRIPTION
Utilization By Space Report	Provides users with insight on the transactions among specific zone spaces. This view is unique as it provides granularity into how many parking transactions occurred in a specific parking space.
Transactions Paid by Validation Report	Provides a comprehensive list of parking transactions in which customers used a merchant validation to subsidize their parking session cost.
Voids and Refunds Report	Provides details for any transactions that were voided or refunded.
Wallet Transactions Report	Provides insights into parking transactions that were paid via wallet.
User Report	Summarizes new and unique user activity of the mobile payment solution

Reporting Capabilities

Parking Transaction Report

This report pulls a list of parking transactions based on applied filters. There are two perspectives available for Transaction Report Summary and Transaction Report.

- **Transaction Report Summary** provides calculated totals and averages based on filtered transactions such as Total Net Revenue or Total Transactions.
- **Transaction Report** provides transaction-level details such as entry time, space number, number of mobile payment extensions or Parker ID.

This report can be filtered to show a select period of time and displays every single transaction that took place using Passport's mobile pay parking application, in addition to a quick summary at the top of the page. When this report is in "Reconciliation Mode," the report will only show transactions that fall within the settlement periods for the selected days. This means the City financial staff will know exactly what transactions contribute to the net settlement amount.

Parking Transaction Report

Passport's Settlement Period Summary report will highlight any changes to the total amount provided within the Transaction Report (described above). This will provide the City's finance team members with the exact quantity and value of merchant processing fees, gateway fees, chargebacks, and refunds that have gone into the Net Settlement amount. The Net Settlement Amount within this report is the exact amount of money that will be deposited into the City's bank account. **This gives the City complete accuracy in its financial reporting.**

Parking Settlement Period Summary Report

Aggregates parking revenue metrics in three perspectives: Total Summary, Daily Total Revenue Report, and Summary By Zone Revenue Report.

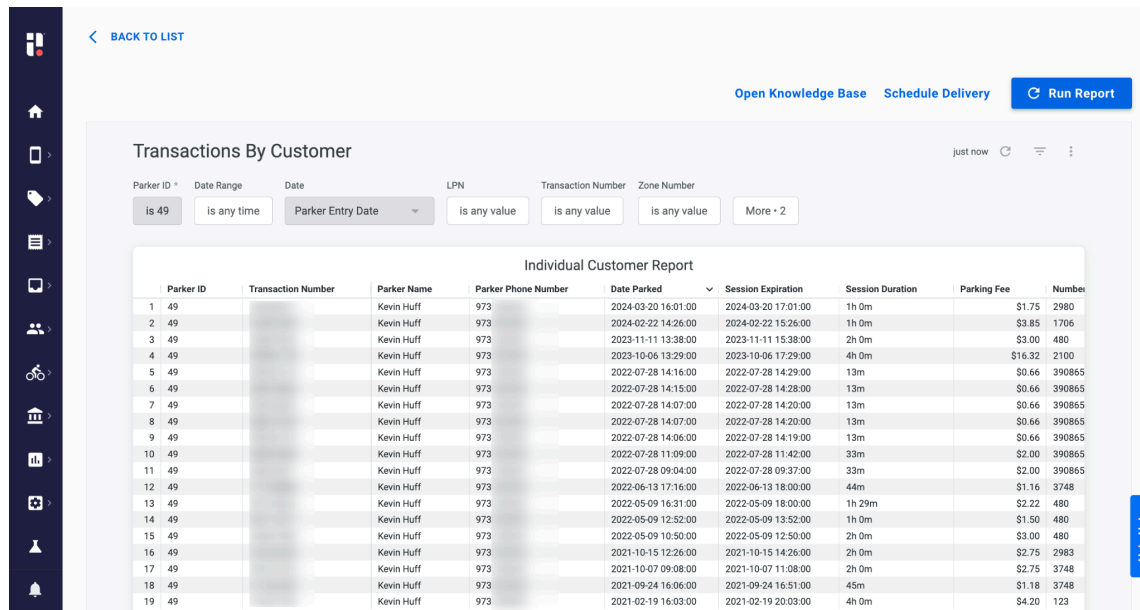
- **Total Summary Report** provides a summary of all parking transactions that meet the filter criteria in the report.
- **Daily Total Revenue Report** provides parking revenue metrics consolidated into settlement batch days. Each row line represents a different date (see more below).
- **Summary by Zone Report** provides parking revenue metrics consolidated into each unique zone where parking transactions occurred.

Revenue Reports

Daily Total Revenue Report

Transaction by Customer Report

This report provides a list of transactions related to a single customer.



Transactions By Customer

just now

Parker ID * Date Range Date LPN Transaction Number Zone Number

is 49 is any time Parker Entry Date is any value is any value is any value More • 2

Individual Customer Report

Parker ID	Transaction Number	Parker Name	Parker Phone Number	Date Parked	Session Expiration	Session Duration	Parking Fee	Number
1	49	Kevin Huff	973	2024-03-20 16:01:00	2024-03-20 17:01:00	1h 0m	\$1.75	2980
2	49	Kevin Huff	973	2024-02-22 14:26:00	2024-02-22 15:26:00	1h 0m	\$3.85	1706
3	49	Kevin Huff	973	2023-11-11 13:38:00	2023-11-11 15:38:00	2h 0m	\$3.00	480
4	49	Kevin Huff	973	2023-10-06 13:29:00	2023-10-06 17:29:00	4h 0m	\$16.32	2100
5	49	Kevin Huff	973	2022-07-28 14:16:00	2022-07-28 14:29:00	13m	\$0.66	390865
6	49	Kevin Huff	973	2022-07-28 14:15:00	2022-07-28 14:28:00	13m	\$0.66	390865
7	49	Kevin Huff	973	2022-07-28 14:07:00	2022-07-28 14:20:00	13m	\$0.66	390865
8	49	Kevin Huff	973	2022-07-28 14:07:00	2022-07-28 14:20:00	13m	\$0.66	390865
9	49	Kevin Huff	973	2022-07-28 14:06:00	2022-07-28 14:19:00	13m	\$0.66	390865
10	49	Kevin Huff	973	2022-07-28 11:09:00	2022-07-28 11:42:00	33m	\$2.00	390865
11	49	Kevin Huff	973	2022-07-28 09:04:00	2022-07-28 09:37:00	33m	\$2.00	390865
12	49	Kevin Huff	973	2022-06-13 17:16:00	2022-06-13 18:00:00	44m	\$1.16	3748
13	49	Kevin Huff	973	2022-05-09 16:31:00	2022-05-09 18:00:00	1h 29m	\$2.22	480
14	49	Kevin Huff	973	2022-05-09 12:52:00	2022-05-09 13:52:00	1h 0m	\$1.50	480
15	49	Kevin Huff	973	2022-05-09 10:50:00	2022-05-09 12:50:00	2h 0m	\$3.00	480
16	49	Kevin Huff	973	2021-10-15 12:26:00	2021-10-15 14:26:00	2h 0m	\$2.75	2983
17	49	Kevin Huff	973	2021-10-07 09:08:00	2021-10-07 11:08:00	2h 0m	\$2.75	3748
18	49	Kevin Huff	973	2021-09-24 16:06:00	2021-09-24 16:51:00	45m	\$1.18	3748
19	49	Kevin Huff	973	2021-02-19 16:03:00	2021-02-19 20:03:00	4h 0m	\$4.20	123

Transactions by Customer Report

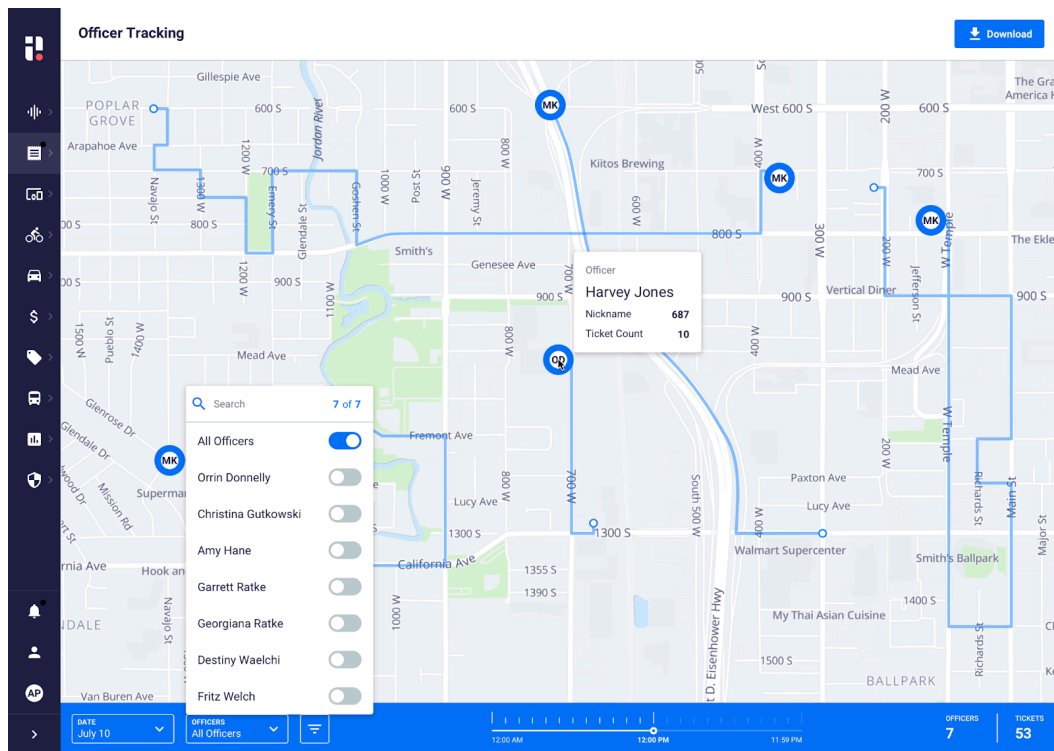
In addition to the reports highlighted above, Passport provides access to numerous other reports focused on financial metrics, customer account management, parking validations and more. Passport is more than willing to provide additional report examples if the City is interested.

Enforcement Reporting

Passport's portal comes preloaded with dozens of reports to help the City track and monitor performance in its enforcement operations. Passport has highlighted some of the most useful reports that its client base uses regularly below.

OFFICER PERFORMANCE REPORTS	
Report	Description
Officer Boot Report	Lists the number of boots an enforcement officer deployed based on a date range.
Ticket Density	Displays a visual of the areas where the enforcement officers have issued tickets through a heat map.
Live Officer Tracking*	Provides real-time insight into enforcement officer routes via a map.

Passport's Live Officer Tracking Report provides real-time insight into enforcement officer routes. The map displays the location of logged-in users, and the colored lines show each officer's historical routes (based on filtered hours). The City can filter by officers, date, and time, which helps identify common trends when dealing with their field operations.



Live Officer Tracking Report

Issuance & Patrol Reports

VIOLATION & PATROL REPORTS	
Report	Description
Citations Detail Report*	Provides comprehensive details regarding citations that were issued with several data points included. Each row of the report presents a citation issued.
Chalking Mark Report	Provides information on chalking marks initiated from the OpsMan Mobile enforcement software.
Violations by Location Report	Provides a location-by-location summary of violation information.
Citations by Type Report	Provides key summary information for each violation type including violations issued, total amount due, % of total based on date range, enforcement officer, and violation type filters.
Scofflaw Report	Provides details on LPNs that have been included on a scofflaw list including total amount outstanding and total citation count.

Enforcement Solution - Violation & Patrol Reports

Passport's Citation Details Report provides a wealth of data surrounding the citations that were issued and displays detailed information on all issued citations. Users can apply 45+ filters to customize the data view and can see all captured fields in the system, including date, officer,

location, status, as well as custom fields. The report is easily downloadable to CSV, where the City can further filter and format the report.

Accounting & Fiscal Reports

ACCOUNTING & FISCAL REPORTS	
Report	Description
Citation Payments Report*	Lists all violation payments made within a defined date range. Filters include payment type, partial payments, and batch payments.
Citation Adjustments Report	Lists all violations that received an adjustment to their price, including adjustment date/time, violation number, type of adjustment, adjustment amount and initiating user.
Citation Batch Payments	Provides a summary of the cashiering batches per cashier that enables drilling down into each batch for individual violation information.

Enforcement Solution - Accounting & Fiscal Reports

These reports allow administrators and City adjudicators to see patterns in the review of appeals and related appeal decisions. Clients have used these reports to serve as a court docket (Appeal & Hearing Report) and reports can be run on citations pending and post-appeal to monitor the violations awaiting a hearing and to keep a thumb on appeal processes. Most reports can be filtered by a variety of parameters (e.g., date, officer, violation type, appeal status, etc.) to understand common claim types to effect change in the way customer service is provided to citizens.

Users can run Passport's Citation Appeal Report on citations pending and post-appeal to monitor the violations awaiting an appeal decision and/or to keep a thumb on appeal processes. This report can be filtered by several parameters, including date, appeal reason, and appeal status. In addition to the reports listed above, users can export the "Process Appeals" screen for active appeals/hearing requests. This displays a detailed listing of all appeal and hearing requests, with information including violation issue date, violation number, violation type, license plate number, location information, and whether an appeal or hearing request.

Passport is constantly iterating and updating its products, including the reporting functions in Passport's portal and will work with the City to ensure its reporting needs are met.

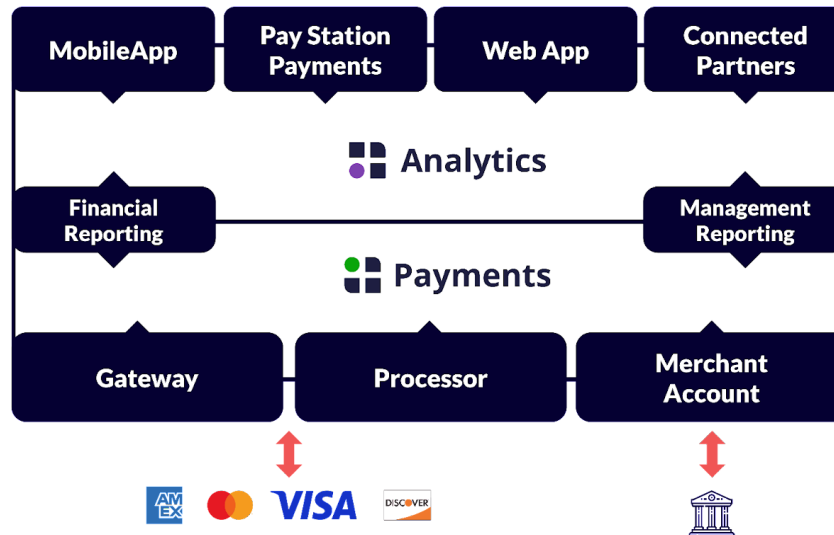
3.4 Revenue Management

- Secure, auditable revenue collection, reconciliation, and timely remittance procedures.

Passport Payments Solution

Passport provides a unified payment solution, Passport Payments, a fully integrated payment engine built specifically for parking and mobility. If the City chooses to partner with Passport for

enforcement, paid parking and payment processing, the City would benefit from one connected ecosystem that streamlines operations, reduces costs, and delivers a modern, frictionless experience for both your team and your customers.



Since 2015, Passport has delivered integrated payment processing nationwide. As a registered merchant services provider, we meet strict standards from card networks, financial institutions, and federal regulators. Our solution is designed to protect your revenue, safeguard sensitive data, and keep your operation running smoothly.

Why Passport Payments?

Lower Processing Costs

- Exclusive Small Ticket Incentive Agreements with Visa & Mastercard
- Optimized rates for high-volume, low-value parking transactions
- Daily settlements for improved cash flow

End-to-End Reliability

- One unified platform: parking, permitting, citations, payments & reporting
- Fewer vendors = fewer failure points
- Consistent uptime and superior performance

Streamlined Operations

- Simplified reconciliation and reporting
- Faster, cleaner financial processes
- Fewer manual steps and reduced administrative overhead

Dedicated Support

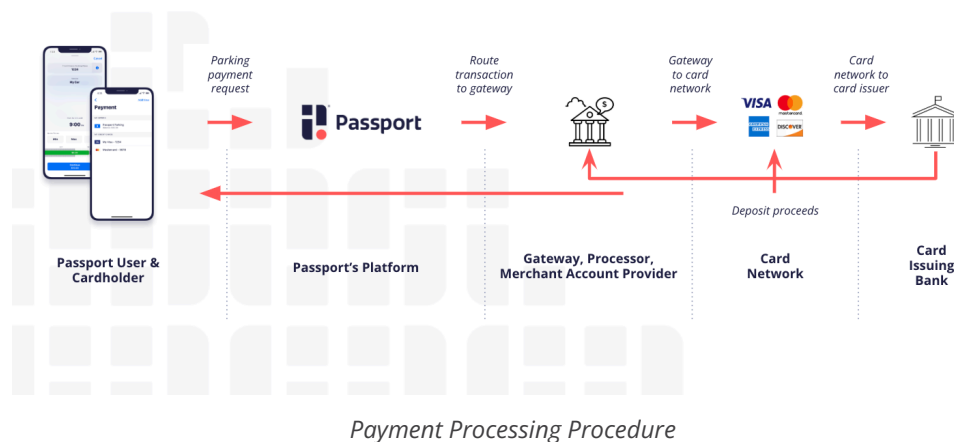
- Access to Passport's payment experts

- Assistance with refunds, reversals, and chargebacks
- Ongoing training and support

Industry-Leading Security

- Advanced tokenization to protect cardholder data
- PCI Level 1 certified
- Banking-grade infrastructure and annual compliance audits

How Passport Payments Works



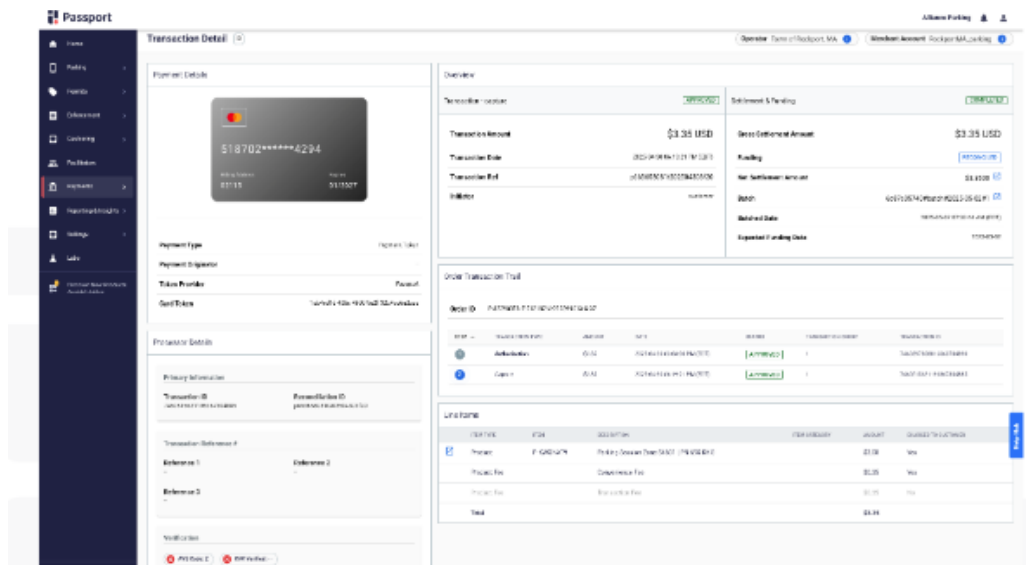
1. Customer initiates payment in Passport platform
2. Card data is instantly tokenized for maximum security
3. Passport processes the transaction as your Merchant of Record
4. Funds are deposited daily into the City's account
5. Real-time dashboards support reconciliation, reporting & chargeback management

Unified Financial Operations

Passport enables municipalities to streamline financial operations through a single back-office portal for reconciliation, settlement, and reporting—eliminating the need to juggle multiple systems or vendors. With daily funding options, Merchant of Record (MOR) structures, and 50-state MTL coverage, our platform is purpose-built for government compliance and treasury alignment. This unified approach ensures transparency, reduces administrative burden, and improves fiscal oversight.

Transaction Hub

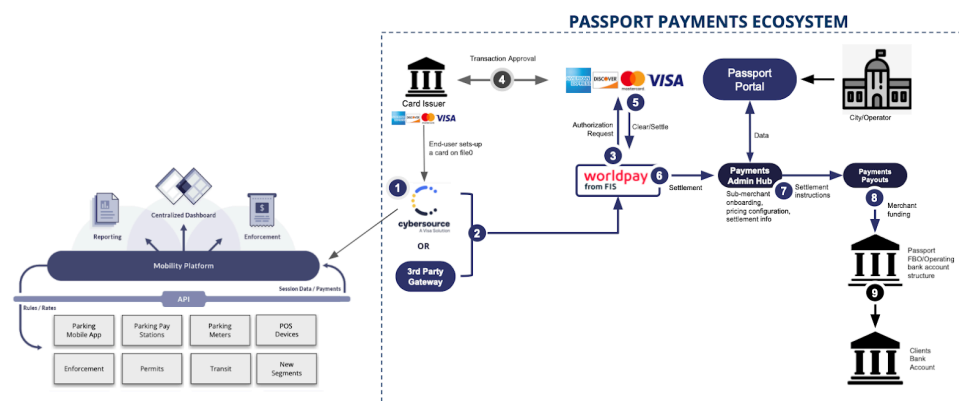
Transaction Hub brings all payment activity together in one place. It connects every step of a transaction—from start to settlement—into a single, easy-to-navigate view. Teams and customers can quickly access the full history, related systems, and key details needed to support customers, answer questions, or reconcile payments—without jumping between tools or relying on reporting.



Transaction Hub - Transaction Details Page

Embedded Payments & End-to-End Control

As a PCI DSS Level 1 certified Payment Facilitator, Passport manages the entire payment lifecycle—from authorization to settlement—without reliance on third-party intermediaries. This gives cities complete oversight of funds, improves cash flow, reduces costs, and ensures accountability. Our processing flow begins when a consumer initiates a payment via kiosk, meter, web, or mobile. Transactions are authenticated through the Cybersource gateway, routed via Worldpay to card networks, and settled into Passport's Worldpay account before net proceeds are transferred directly to the City—fast, secure, and transparent. Please see the following illustrative diagram of Passport's Payments ecosystem, unifying gateways, processors, and City treasury function.



Passport Payments Ecosystem

Municipality-First Economics

Passport is uniquely positioned to support the economics of municipal payments. Through exclusive small-ticket interchange agreements with Visa and Mastercard, we reduce processing costs on high-volume, low-dollar transactions such as parking and transit. Our sub-one-cent cost basis enables sustainable pricing while reinvesting in innovation across fraud detection, advanced analytics, and gateway technology. Cities benefit not only from lower costs, but also from a partner reinvesting in continuous improvement.

• Transparent financial reporting with monthly and annual summaries.

Passport offers several daily detailed reports to support financial controls, ensuring that all financial transactions are captured, processed properly, and tracked across programs, contracts, funds, and operational categories to support reporting and reconciliation across the City's various enforcement systems, paid parking programs and revenue streams. This includes reports on payments that are balanced with the City's merchant account, as well as cashiering reports used to close out cashiers and total payment activity at cashier locations. Reports can be pulled daily, weekly, monthly, or across any custom date range and filter.

Reports will be made available electronically, and hard copies will be forwarded with a monthly invoice. Below are the more widely used accounting and fiscal reports:

Passport's Financial Reporting	
Report	Description
Parking Transaction Report	Pulls a list of parking transactions based on applied filters, with details for each transaction. • Settlement Period Summary Report: Represents process volume and revenue by day for parking and will provide users with the exact quantity and value of merchant processing fees, gateway fees, chargebacks, and refunds that have gone into the "Net Settlement" amount. • Revenue Report: This report provides aggregated parking revenue metrics from three perspectives: a Total Summary, a Daily Total Revenue Report, and a Summary By Zone Revenue Report.
Daily Total Revenue Report	Aggregates cost, transaction, and revenue figures for a specific date the transactions were settled.

Passport's Financial Reporting	
Transaction by Customer Report	Provide a list of transactions related to a single customer.
Invoice Details Report	Provides information for a given monthly invoice for the City. For specific details, users can access an Invoice Detail report which provides a comprehensive look at key metrics on cost, fees, and revenues for a specific invoice.
Transactions by Merchant Report	Provides a comprehensive revenue breakdown of parking transactions and refunds under the following product offerings, Passport Mobile Transactions, Third-Party Application Transactions, Wallet Transactions, and Events.
Citation Payments	Lists all violations that have had a payment applied to them.
Citation Adjustment Report	Lists all violations that received an adjustment to its price, including adjustment date/time, violation number, type of adjustment, adjustment amount, and initiating user.
Citation Batch Payments	Provides a summary of the cashiering batches per cashier that enables drilling down into each batch for individual violation information.
Zone Funds Report	Details key financial information on a zone-by-zone basis.
Merchant Report	Provides a daily summary of all funds processed through a merchant account, including violation payments and refunds.
Reversals/Refunds Report	Provides a listing of the violation payments that were reversed or refunded.

All users have valid login credentials to access Passport's portal. Passport uses Role-Based Access Control (RBAC) with respect to user privileges associated with its back-end portal. The City can define who may access the system and control what functions and reports can be accessed based on an individual role. RBAC will only allow authorized personnel to process payments and access financial reports within the system.

Additional Information - Community Engagement Marketing

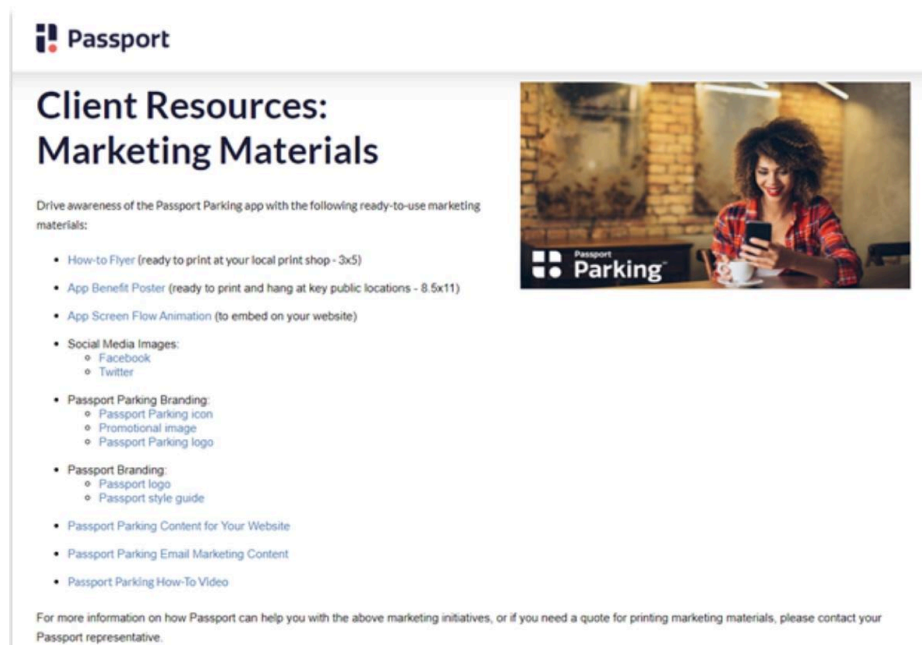
Passport's award-winning marketing team will work closely with the City to develop a streamlined public education plan that drives app awareness and utilization. By gathering key City demographics, leveraging its extensive understanding of the parking industry, and utilizing more than a decade's worth of implementation experience, Passport will formulate a launch strategy that meets the City's unique needs.

Passport has developed promotional content that will be utilized in a variety of channels to market to customers and publicize that the application is available for use throughout the City. These methods include:

- Digital Banners
- Email & Web Content
- Public Relations
- Validation Code Promotions
- Print Materials
- Signage
- Social Media Content
- How-to Videos

Passport's Standard Marketing Package is complimentary for mobile pay parking clients and includes signage proven to educate users, drive an impactful launch, and promote long-term utilization.

To promote the Passport parking app, the City will have full access to Passport's Client Resources, including its Marketing Materials website, which features instructional information and ready-to-use marketing materials.



Client Resources Page

Passport will also provide “How-To” content and images to assist the City in driving utilization. These documents are designed to provide additional detail about parkingapp.com to the City’s customers.

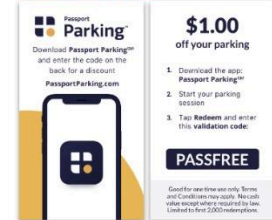
How-to Video



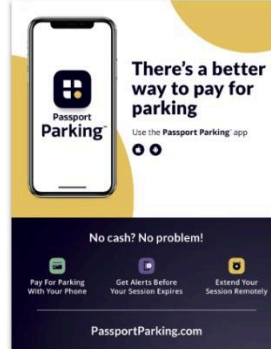
Social Media Image



Validation Code Cards



App Benefit Poster



How-to Flyer

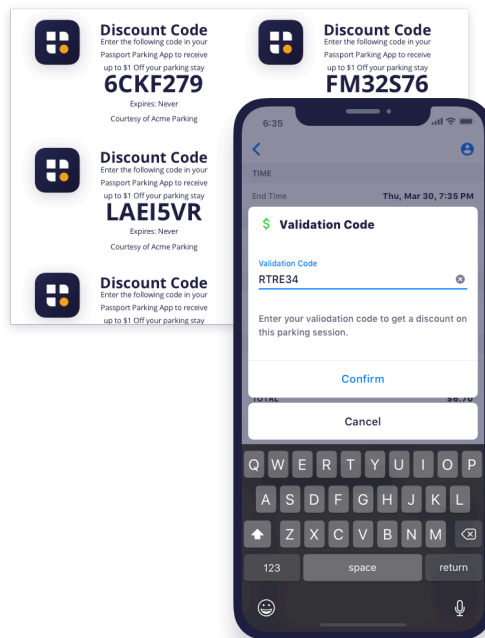


How-To - Marketing Content

Merchant Validation

Paid parking is critical to creating turnover that supports local businesses, but customers often express concern about overpaying when shopping or dining locally. Passport’s parking solution allows merchants to validate their customers’ parking sessions using discount or validation codes—helping promote awareness and strengthening community engagement.

Passport can create and manage validation and coupon codes through a fully web-based merchant validation system, enabling the City and its authorized businesses to issue, activate, deactivate, or adjust discount codes as needed. These codes may be configured to cover either a dollar amount or a percentage of the parking transaction—including the ability to absorb any per-transaction fee, when applicable. Passport’s system also provides comprehensive, auditable tracking of all validation and coupon activity to ensure full transparency. During implementation, Passport can work with the City to establish and train staff on this program. This creates a win-win-win dynamic for all parties involved. The City increases parking revenue, customers are incentivized to shop locally, and merchants gain a meaningful opportunity to reward loyal customers.



How to enter a validation code

How It Works

- Merchants load a balance in the validation management portal.
- Merchants create validation or coupon codes for a predetermined dollar or percentage amount.
- Customers enter the code to receive the applied discount on their parking session.
- The validation amount is deducted from the merchant's balance and transferred to the City.
- Merchants can activate, deactivate, adjust, and track validation codes in real time.

The City's merchants will use their own version of Passport's portal to create and manage these codes. They will set up an account, add a payment method to send funds to the City, and then create validation codes with customized amounts, expiration dates, and restrictions. Merchants can monitor which codes have been used, track validation redemption history, and recharge their account balance at any time.