

# City Parker

CITY PARK

SPRING 2006

## The "Value Added" Parking Operator

A MESSAGE FROM THE CEO  
BY TIM LEONOUKAKIS

One of the greatest misperceptions in the parking industry today is that all parking operators are basically the same with the only difference being their management fee. Not only is this an untrue statement, but a lower management fee generally provides for the bare minimum of parking services providing for a lower performing parking facility. The old axiom that "You get what you pay for" is certainly true in the parking arena. We are finding that the most senior Asset Managers gravitate toward hiring "Value Added" parking companies with considerable expertise and experience to deliver a vastly stronger bottom line... while paying higher management fees. We have found that an approach that incentivizes the operator brings 20-30% higher returns for an ownership group **and** rewards the operator for their efforts marketing the garage, holding the line on cost, and administering a tight audit trail.

The key services that an owner will receive when working with a "Value Added" Parking Operator include:

**Monthly Field Audits.** Parking Garage operations are a cash business and require constant field auditing to insure all tickets/validations are accounted for on a daily/monthly basis.

**Senior Management Team.** Similar to managing office buildings, parking operators with a Senior Management Team can provide considerable resources and understanding of operational best practices that can deliver enhanced net operating income to building owners.

► It is worthwhile to meet with the operator's local management team in person and go to their office to discuss their range of expertise, skill set, and resources.

**Marketing Success.** Only "Value Added" operators have made the investment to hire a full time marketing team to consistently implement marketing programs in order to maximize revenues. A marketing manager can closely monitor the marketplace and adjust rates to ensure that your facility is at the top of the market. Other services include implementing "special" programs for discounted monthly parking, frequent parker, and validation programs that can add substantial value to the bottom line.

**Local Resources.** "Value Added" operators provide a locally based team of operations experts, auditors and financial support locally officed in San Francisco for meetings, strategic planning or operational review.



► Take a tour of your operator's local office. If you don't find a team of operations, accounting, human resources, and auditing personnel, you're not getting the full service and support that you are paying for.

**Customer Service.** Outstanding "Five Star" customer service is a key component of value added service for your garage. Operators with proven track records in customer service usually are awarded valet parking contracts with the top hotels in the City. Parking operators that are engaged at this level have ongoing training/retraining programs in support of constantly improving customer service as provided to the users of an office building garage. City Park

currently oversees operations at more 4 and 5 Star hotel facilities than any other company. Our locations include; Four Seasons, St. Regis, Hyatt and others.

**Revenue Control.** There is considerable value to be gained by properly utilizing state of the art revenue control technology in your garage. The best operators are well versed in this area and can provide a demonstration of this equipment along with reporting metrics that help you "watch the store" in real time.

► Has your operator shown you what is available and the reports it can deliver? Did you know that the City & County of San Francisco has required (by law) that building owners acquire and install state-of-the-art revenue control equipment in order to establish a verifiable audit trail and enhanced accountability?

Ultimately realizing the full benefit from a "Value Added" Parking Operator will require that building owners and managers look beyond the low monthly management fee and understand the key services that are provided by "Value Added" parking companies such as City Park. While you may pay a higher management fee, the "investment" will provide for a greatly increased bottom line supported by a senior management team utilizing the "best practices" of the parking industry.

City Park



# Five Star St. Regis Hotel Opens!

**AP Wire- San Francisco, California**

**E**legant... Uncompromising... Contemporary... These are the terms used to describe the St. Regis Hotel & Residences. On November 1, 2005, City Park opened its newest location in San Francisco. The valet parking services at the St. Regis Hotel & Residences is part of a growing trend of high-end, Five Star types of additional amenities in new hotel and residential developments. City Park is at the forefront of this type of premium service, having already established high-end residential parking at 88 King Street, 750 Front Street, and the Four Seasons Hotel & Residences, in San Francisco.

This addition to the corner of Third Street and Mission is home not only to the Five Star St. Regis Hotel, but also to 200 luxury residences, 2 fine dining restaurants, a state of the art spa, and newest museum in San Francisco, MOAD (Museum of African Diaspora).

City Park was up to the challenge and assembled a team that was more than capable to open this high profile location. Patrick Wood, recently of the Four Seasons, was promoted to Valet Manager. 9



parking valets were hand picked to serve the St. Regis by Division Manager, Michael Rescigno based on their dedication to service and desire to provide the Five Star service that the St Regis expects.

Since its hugely successful grand opening, the hotel, restaurants, and museum, have been host to many prominent local and national dignitaries, including; San Francisco Mayors Gavin Newsom and Willie Brown, musician Carlos Santana, and actors Danny Glover and Delroy Lindo.



Michael and Patrick discuss St. Regis with Staff

## KUDOS FROM OUR WATCHFUL FIELD AUDITOR

**Joe Vidallon**, Manager of 505 Montgomery Street, continues to possess the City Park values that enable him to meet the high criteria for managers of a City Park operated facility. Joe has embraced newly implemented procedures, and has demonstrated that flexibility and adaptation to change is the key to maintaining a competitive edge. His management skills at the 505 Montgomery Street Garage have enabled him to continue maximizing the space and revenues at this facility.

**Shah Tahmaseb-Nejad**, Valet Manager at the Hyatt Regency San Francisco Airport in Burlingame, continues to demonstrate great leadership to the hotel, their guests, and his valet staff. Shah leads by example, and expects no less from his valet staff. Shah makes time to answer each question posed by guests of the hotel, and hotel or City Park Management. His location continues to meet the high standards set by the Hyatt Regency, and in fact, a visiting hotel manager from another Hyatt in the Bay Area was overheard saying that he wished that his valet staff was as good as Shah's.



Shah Tahmaseb-Nejad

## CONGRATULATIONS FRANK

**Frank Andazola** has been a member of the City Park family for over twenty-five years. In December of 2005, Frank was awarded the Employee of the Quarter distinction for the One Front Building, a Class A Office building in the Financial District. This award is very special to the One Front Street building, and is voted on by its staff. Congratulations Frank on a great job and a fine example of the high standards that City Park strives to emulate!



# BITS & BYTES

**BY ALEX MAUER, DIRECTOR OF IT 10101010101010101**

## Virus Season is Here

**T**he New Year is here, and along with all the festivities and hope for a new start comes the beginning of VIRUS SEASON. That's right, in true fashion of this time-held tradition, networking professionals have seen three big virus scares in

January alone. The community learned early that there was a very serious vulnerability in the Microsoft Operating System that would allow remote code to be executed. It effects all versions of Microsoft, all the way back to the early days of Windows 3.0. Therefore, if you are currently running Windows 3.0, I would suggest that it is time to get a new computer.



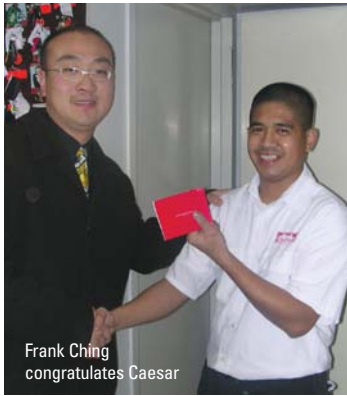
The latest virus was a doozy. Going by its Latin name, the "Nyxem" worm is actually an "Old school" virus - and by "Old School"; I mean mid-April 2001. It's very simple, and it doesn't do much except email itself around and delete files. It actually doesn't delete the file; it deletes a small amount of the file. The file is then rendered useless. The other interesting feature that sets it apart - besides the deleting file thing, is the embedded scheduler. It schedules itself to start deleting files on the 3rd of

every month, which is fun! (Sarcasm) This dastardly worm is also known as "BlackDoor" or "Black Death". I am happy to announce, largely through the cooperation of all City Park employees, that Nyxem came nowhere near the City Park Network. All employees should be proud of their vigilant efforts. But, along with that hearty thank you comes the continued warning that viruses are out there and they must be taken seriously. Here are some thoughts or mantras to help you prevent viruses:



## “HONESTY IS ALWAYS THE BEST POLICY”

Caesar Macadangdang practices this proverb! In November 2005, Caesar found a woman’s purse outside of his 350 Sansome Street/ECW Garage as he was changing the garage signage. The purse contained \$3,000.00 in cash, and personal identification of its owner. Being the honest man that he is, Caesar contacted the owner of the purse, and returned it with all of the money and other contents to the woman who lost it. This demonstration of good faith is a principle to live by and Caesar exemplifies this honorable stan-



Frank Ching congratulates Caesar

dard. He even refused a reward when offered by the grateful patron! Caesar received a gift certificate to Macy’s from City Park as a fine example of his integrity and honesty.

# New Garage Opens at Golden Gate Park

BY JOHN J. STEELE, DIVISION MANAGER

City Park was selected as the garage operator for the newly built Golden Gate Park Music Concourse Garage, which opened to the public on October 1, 2005. The underground parking facility consists of two, two-level subterranean structures totaling 800 parking spaces, including 32 ADA compliant accessible spaces and over 30 bicycle spaces. Two pods of the parking facility are located underneath and in front of the new deYoung Museum and the future California Academy of Sciences. City Park was selected by the Music Con-



Angel Solano & Rene Guerrero

course Community Partnership (MCCP) as the operator 2 weeks prior to the opening date, so assembling a team to

staff the garage had to be done quickly. City Park’s Division Managers, and General Manager Chris Leonoudakis selected individuals and created a fantastic team for marquee garage. Our on-site team includes:

- ✓ **Richard McQueen**, Facility Manager, with over 30 years of experience.
- ✓ **Angel Solano**, Supervisor, with over 10 years of experience.
- ✓ **Anthony Sotto**, Supervisor, with over 5 years of experience and comes from a hotel background.

**Garcia, Pete Galang, Rene Guerrero, and Tuc Nygen** are four individuals who worked very hard during the opening phase of the garage and should be complimented on their excellent performance during this time. During it’s first month the deYoung Museum held private donor events, a grand opening black tie gala, and was open for 32 consecutive hours, free to the public.

We look forward to working directly with the deYoung Museum, the California Academy of Sciences, and the neighboring community.

Our cashier team of **Alberto**

- Only open emails from people you know, or sources you are expecting to receive emails from.
- Open attachments only if it is from a source that you know and are expecting, and only if you are 100% sure you know what the attachment is.
- Do not follow a blind link to an unknown email address unless you know the source and you have some idea what the web page is about.
- PayPal and Ebay do not lose your personal data and they do not constantly need to be



updated with all your credit info. I have had mine since 2000 and I still have the same address in there as when I started – never updated.

- Think about it before you click – Is the video of the dog biting bubbles really worth all of your data becoming unusable?
- Any emails that you think are too good to be true, are in fact, too good to be true and you will somehow be scammed.
- If you absolutely must look at something, please send it home and open it when you get home. Open a Yahoo or Hotmail account to send this stuff to.

### Data Park Fee Computer Upgrades

City Park is currently upgrading all of our fee computers in the field with the latest software version. With this upgrade, the fee computers will now have added features and allow for more advanced reporting. As we move forward in advancing the technology in the field, this improvement project will include the installation of DSL lines in those locations with computers. The installation of DSL will afford City Park better communication



abilities in the field as well as allowing quicker transfer of accounting files to the corporate office. At the end of this project, all of the locations with the DSL lines will have a location specific email address, which will give the locations better communications with their Division Manager, and provide an additional way for our on-site personnel to keep in touch with our clients.



## Defensive Driving Tips

# Pedestrian Awareness

BY CHRIS LEONOUKAKIS,  
GENERAL MANAGER

**D**efensive driving is driving to prevent accidents in spite of the incorrect actions of others or adverse driving conditions, such



as weather, traffic, lighting, vehicle or road condition, or the driver's physical or mental state. The defen-

sive driver assumes that other attendants may make mistakes and is on guard in the event an error is made. Since many of our hotel locations require us to drive to and from the hotel on city streets it is very likely that we will have to deal with pedestrians.

Most pedestrian accidents occur when the pedestrian walks onto a roadway and into the path of an approaching vehicle. Pedestrians often misjudge the speed and closeness of a motor vehicle and assume a driver can and will slow down for them. In addition, pedestrians think that because they can see the vehicle, the driver can see them. These kinds of errors in judgment are why pedestrian

accidents frequently occur. Attendants should try to anticipate pedestrians making such errors and be prepared to compensate.

### DRIVER TIPS

To be a defensive driver when interacting with pedestrians:

- ✓ Anticipate that a pedestrian may do the unexpected.
- ✓ Scan around the vehicle thoroughly when pedestrians are present.
- ✓ Adjust your driving speed to safely avoid a pedestrian. It is difficult for pedestrians to correctly judge how fast a vehicle is approaching. A pedestrian will often misjudge a vehicle's speed and enter the roadway thinking there is time to cross.
- ✓ Do not assume that a pedestrian will give you the right-of-way.
- ✓ Be extra careful at night in pedestrian areas, as pedestrians may assume a driver can see them because they can see the vehicle headlights.
- ✓ Remember that pedestrians all too often walk or stand in the blind spots in front of and to the right of a vehicle. Also, look behind you before and when backing up.



# Beans, Beans, and More Beans

BY DAVID GOTTLIEB, CFO

**C**onceptually, parking is a rather simple business. The

parking operator rents a small piece of real estate for a short period of time, and customers pay to park their cars on the property. Before joining City Park, I thought it was simple: you hire college students on a part-time basis, teach them how to keep customers' keys straight, greet customers with a cheerful attitude, and prepare a deposit slip to bank the money each day. As an accountant, I always thought the most complicated aspect of parking was reporting the tip income the valets would receive.

As I learned the business, I discovered that it is considerably more complex than I first thought. Each location has a unique "personality". Locations are unique because property owners have different objectives, such as image, customer convenience, financial, or some combination thereof. And, property owners all have different internal reporting and financial

processes with which the parking operation must be aligned.

This is an exciting time in San Francisco for the parking industry. Over the past few



years, parking has become a significant profit center in many locations, supplementing artificially low office rents or hospitality rates. In fact, some owners say that the parking compo-

nent of their development is more profitable than the lease income from their tenants. Now, as occupancy rates rise, we are seeing opportunities for properties to further increase their parking margins through rate management and labor-benefit analysis. This requires close attention to operating metrics and business processes.

In future columns I will discuss some of the operating metrics that City Park is introducing to track the performance of its properties, such as rate management and labor-benefit analysis. I will also highlight technology innovations that we have put in place over the past year, and some very exciting projects that are on the near-term horizon.



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