

City Parker

CITY PARK

ISSUE 10

SPRING 2011

City Park's Green Parking Commitment

TIM LEONOUKAKIS, CEO

City Park is pleased to announce its 2011 commitment to implement the most environmentally responsible Green Parking plan for parking operations throughout the Bay Area. The foundation blocks of the plan include rolling out a comprehensive program of Green Parking practices targeting 10 garages including hotel, mixed use and office facilities. The core of the program includes City Park's use of electric vehicles, EV charging stations, Zipcar car share, free bicycle parking and solar panel installations for its headquarters at 325 5th Street.

The plan was kicked off when City Park purchased the very first Chevy Volt in San Francisco which has been used in support of its operations throughout the city. The zero emissions vehicle gets a range of 40 miles on each charge from a 220V charging station at City Park headquarters. The clean energy car is further supported by a field of 36 solar panels to be installed at City Park headquarters by the end of April.

City Park is also working closely with key clients in San Francisco to install ParkPod charging stations in our garages in order to attain LEED certification. Key facilities to receive



City Park's Chevy Volt

installations in the next 6 months include: The Mark Hopkins, InterContinental San Francisco, Millennium Tower, 325 5th Street and Hearst Garage. City Park is further committed to installing 5 more ParkPods by year end.

City Park's green practices include a strategic alliance with Zipcar to accommodate over 125 "shared-use automobiles"

throughout its 75 locations in San Francisco. The Zipcar program has been a huge success with vehicles actively used 2-3 times each day in lieu of car ownership.

City Park continues its greening effort through its ongoing support and bicycle advocacy by contributing to and meeting with the San Francisco Bicycle Coalition. Our target includes **FREE** bicycle parking programs in over 50% of our garages in the Central and SOMA Business Districts. We are currently parking over 200 bikes each day!

City Park Grows Again!

City Park continues to expand its operations in San Francisco and most recently the San Jose Area. In 2010, City Park added 7 new garages to its operations with an additional 2 facilities slated for Q1 of 2011. The newest garages include the Holiday Inn Civic Center Garage on 8th Street and Block 3 of the San Jose Redevelopment Agency. With over 75 operations under lease, ownership and management, City Park has earned the distinction of being the largest operator of Class A properties in San Francisco!



220V Charging Stations



April is National Distracted Driver Awareness Month

CHRIS LEONOUKAKIS,
GENERAL MANAGER

The US Department of Transportation defines distracted driving as any non-driving activity a person engages in that has the potential to distract him or her and increase the risk of crashing. There are three main types of distractions: visual — taking your eyes off the road; manual — taking your hands off the wheel, and; cognitive — taking your mind off what you're doing. Driver distractions play a part in one out of every four motor vehicle crashes. That's more than 1.5 million collisions a year - more than 4,300 crashes each day! Distracted driving is just as dangerous as drunk driving. A study conducted by the University of Utah shows that drivers using a mobile phone are more impaired than drivers with a blood alcohol level of 0.08. Texting while driving increases the risk of a crash by 2,300%!



Other distractions that have caused traffic collisions include:

- ✓ Eating while driving
- ✓ Talking on a cell phone
- ✓ Not driving with both hands on the wheel
- ✓ Digging through a bag, purse or pockets
- ✓ Changing the radio station or MP3 player settings
- ✓ Reading
- ✓ Grooming
- ✓ Talking to passengers
- ✓ Watching a video.



The most effective way to prevent distracted driving accidents is to limit interaction with passengers, avoid talking while driving, avoid taking your eyes off the road, keep both hands on the wheel, avoid "gawking," or slowing down to look at other activity and simply putting any device down and paying attention to the task at hand.

Are you practicing safe driving at your location, and to and from work each day?

Robert Bindel Joins City Park as Division Manager

We are pleased to welcome Robert Bindel, Division Manager, to our City Park family.

Robert joined our team in December and comes to us with 5 years parking experience including managing The Bank of America Center Garage, Omni Hotel valet, The Le Meridien Hotel valet, and the San Francisco Municipal



Transportation Agency (SFMTA) owned Golden Gateway Garage. Robert also brings a unique point of view to our team with experience he gained while working within the SFMTA's Off-Street Parking Division. Robert's biggest strengths include streamlining operations and integrating new technology to existing facilities and efficiently reducing operating costs. Robert's use of the latest marketing tools and social media such as Google Places, Yelp, and City Search supports our strategic initiatives and will be a great fit as we seek alternate ways to drive revenue.

Prior to entering into the parking industry Robert spent 11 years working in a small, family owned construction firm as a project manager. Having since worked for large national parking firms, he is looking forward to the return to a local family owned and operated business.

Getting Smarter and Always Growing

IRENE CAMARENA,
DIRECTOR OF HUMAN RESOURCES

I continue to believe that it's all about "Development of People"... It's about developing and growing our workforce. As a forward thinking organization, we must continue to work with our Facility Managers, and any potential future Supervisors to provide these employees with tools and materials for their benefit as well as innovative and practical ways to learn new skills for their future growth. This is the 4th consecutive year that we have held City Park's Management and Supervisory Training Program.

The 2010 graduating class includes: **Management Training Program:** Art Elarde, Hector Gonzalez, Jery Tsui, Julio

Penate, Manuel Mendez, Rich Cruz, Thomas Thompson, Jr., and Tino Gatmaitan.

Supervisory Training Program: Andrey Schevchenko, Cornelio Esguerra, Gerald Valenzuela, Orlando Atinaja, Russell Gualderrama, Taye Zerafu, Jonathan Cayago, and Edgar Matias.



2010 Management Training Graduates

In addition to our internal training programs, City Park also participates in the National Parking Association's (NPA) Certified Parking Professional (CPP) program. The CPP program is a comprehen-

sive curriculum designed to assist managers in performing their duties in an effective and professional manner, and gives them knowledge that they can apply in real life situations. Please take a minute to acknowledge and congratulate Patrick Wood, CPP, Area Manager stationed at The St. Regis Hotel & Residences. He has successfully completed the program, and is City Park's newest Certified Parking Professional.

The programs above have become a major stepping stone for those individuals who take a serious interest in making parking their career, and progressing with our company.



2010 Award of Excellence for the 750 Bush Garage

**IRENE CAMARENA,
DIRECTOR OF HUMAN RESOURCES**

City Park's "Award of Excellence," the company's highest level of employee recognition, was awarded to the location team who maintained City Park's highest standards in all areas and stood out as the best performer in 2010. Winning the award was the team at 750 Bush Garage, who consistently demonstrated continuous improvements, achievements, character, dedication, effort, and perseverance at their facility. The team demonstrated these ideals

through providing outstanding service, consistently exceeding expectations, leading by example, and enhancing the lives of their coworkers, customers and community.

Rich Herren, Facility Manager, has developed his team to become top performers, comprised of the following Valet Attendants: Jeo A. Baca, Jonathan Cayago, Anson Chun, Mark S. De Jesus, Michael Gomez, Thomas Lai, John-Eric Massey, Mujahed A. Saif, and Christopher P. Santos. **Keep up the great work and Congratulations!**



Mujahed A. Saif, Alex Baca, Tim Leonoudakis, Rich Herren, Michael Rescigno



Museum Parc Added to City Park's Class A Locations

JOHN STEELE, DIVISION MANAGER

City Park is pleased to announce that we entered into contract with the Museum Parc Garage ownership to manage their 3rd and Folsom Street Garage. Located in the heart of Yerba Buena, in the South of Market District, the Museum Parc Garage serves the residential clientele of the property along with the vast community of office buildings, retail, restaurants, and the parking demand generated by the Moscone Center.



After taking over with a 3-day notice Michael Rescigno, John Steele, and Ron Perez developed a fantastic team of valet parking professionals that met with the property's residents and retail tenants. We streamlined the monthly parking process, identified key relationships to cultivate, and provided a sense of "urgency" to the garage operation not delivered by the previous 2 parking operators.

Transient and Monthly Revenues have both grown by double digit percentages, to levels not seen before at the garage. We see this location as one of our great success stories!



Renan Molina, Henry Yeung, Yevgeniy Gerasimov and Arnold Ramos.

lead the valet team, and take care of our clients (Saks and Tiffany). Everyone involved with the Holiday Valet was pleased with his efforts and his presence every day. Congratulations to the entire team on another successful year!

Union Square Holiday Valet Completes 2nd Season

**SPENCER W. SECHLER,
DIRECTOR OF MARKETING**

For the second consecutive year, City Park has provided our "5 Star" Holiday Valet service for Saks Fifth Avenue and Tiffany & Co. in San Francisco's lovely Union Square shopping district. From day one, we received overwhelmingly positive responses from all of our customers, who appreciated the convenience and front door service, even paying a premium price. Whether it was providing valet parking for the customers of Saks and Tiffany, Union Square shoppers, family outings to the Safeway Holiday Ice Rink, or a customer who made it to her dentist appointment at 450 Sutter just in time, our presence in the busy Union Square area was greatly appreciated by all... especially by those not accustomed to the parking and traffic crunch during the holidays.

Jessica Gurganus, Manager of the Union Square Garage, was noted as saying, "the Union Square Valet was an excellent addition to further providing an elevated level of service to the Union Square merchants and their customers during the holiday season. I was

extremely impressed with Renan and his team. They were friendly, courteous, safety minded, and followed all of the guidelines we set for them when parking in our garage."

It was great that this holiday season, we were fortunate enough to have Renan Molina back to





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The Fairmont San Jose – Resources and Technology Produce Immediate and Dramatic Results

**SPENCER W. SECHLER,
 DIRECTOR OF MARKETING**

In May of 2010, City Park began operating the parking program for The Fairmont San Jose, after enjoying a very profitable and successful year with Mr. Thomas Klein, General Manager of The Fairmont San Francisco, and Regional Vice President of Fairmont Hotels & Resorts. Through his experience with City Park in San Francisco, Mr. Klein recommended that our firm manage the parking for his hotel in San Jose.

On Day 1, a transition team that included, City Park's VP of Operations, Director of Human Resources, Director of Marketing, and 4 Senior Valet Managers, were onsite to ensure that the transition went smoothly, enhanced systems were put into place, and to review and make recommendations for ongoing operational improvements.

Financially, The Fairmont San Jose's parking revenues have never been higher. In the 1st month of operation, the gross revenues were \$42,000 higher than the previous operator's same period in the prior year! In the first 10 months of City Park's management of the parking program, the Net Income (after expenses) is \$315,000 ahead of the

same 10 month period from a year ago! How can a Parking Operator achieve this success? Resources, Resources, Resources!

- ✓ Install a high level, very experienced Valet Manager to track revenues, find labor efficiencies, and provide an enhanced level of service.

- ✓ Overflow Parking Resources – On many occasions, the previous operator had to shut down the garage because of capacity issues, and therefore could not capture all of the revenue from the demand generated at the hotel. City Park used two (2) nearby outdoor lots to funnel the excess demand, and thereby capturing all of the revenue.

- ✓ Modify incremental rates to ensure the maximum value of each transient ticket was collected, based on the parking patterns of the hotel customers.

- ✓ Upgrade technology to capture and account for each dollar of revenue from each customer. In addition, the upgrade allowed for overnight hotel guests' parking charges to be directly posted to their room folio, and thus creating labor efficiencies and increasing the level of accuracy.

The dramatic results experienced at The Fairmont San Jose by employing City Park to manage their hotel parking



program, is just one of the numerous examples of our success in 2010. Congratulations to Michael Rescigno, Vince Luka, Noel Hedquist, Manuel Mendez, and the entire San Jose City Park team for this great contribution to a storied year!

All the Numbers Fit to Print

**JACK KRASNER,
 DIRECTOR OF FINANCE**

The year 2011 brings new and exciting opportunities to City Park's accounting team. We are the owner of our company's strategic initiative of implementing five new technologies or process improvements, which will strengthen controls, eliminate redundancy and speed our billing and collection cycle to name a few. Our milestones will be "SMART" (Specific, Measurable, Attainable, Realistic and Timely) to assure we stay on track and deliver the goods. This initiative keeps the accounting team squarely in the mode of continuous improvement, one of the Company's core values, and we are already beginning to experience the benefits of our team's work. Stay tuned in upcoming newsletters for some exciting updates.



Fuli Liu Turns in the Keys after 30 Years

Congratulations to Fuli Liu who after almost 30 years of service with City Park, retired on January 30, 2011. Fuli worked at a wide variety of City Park locations, including Sears (Oakland), Union Square, the Music Center Concourse Garage, and was a fixture at Candlestick Park for many years. Thank you for the years of service, commitment and dedication to City Park. Good luck and enjoy life Fuli!

