

# PROPOSAL FOR PARKING MANAGEMENT & OPERATION OF

## MONTEREY STREET PARKING GARAGE

Prepared For: Jenny Davila

November 21<sup>st</sup>, 2025

Attachment A  
Proposer's Information Form

**PROPOSER (Please Print):**

Name: Parking Concedpts, Inc.

Address: 90 new Montgomery Street, Suite 201

San Francisco, CA 94105

Telephone: (415)553-6883  
jspicker@parkingconcepts.com

Email:

Contact Person, Title, Email, and telephone: Jeff Spicker, Director Nor. California

(415)314-2848 jspicker@parkingconcepts.com

Proposer, if selected, intends to carry on the business as (check one):

- Individual  Joint Venture  
 Partnership  
 Corporation

When incorporated? 1974

In what state? California

When authorized to do business in California? 1974

Other (explain): \_\_\_\_\_

**ADDENDA**

To assure that all Proposers have received each addendum, check the appropriate box(es) below. Failure to acknowledge receipt of an addendum/addenda may be considered an irregularity in the Proposal:

Addendum number(s) received:  1;  2;  3;  4;  5;  6;

Or  JS No Addendum/Addenda were received (**check and initial**).

**PROPOSER'S SIGNATURE**

No proposal shall be accepted which has not been signed in ink in the appropriate space below:

*Jeff Spicker*

ATTACHMENT A – PROPOSER INFORMATION CONTINUED...

1. If Proposer is **INDIVIDUAL**, sign here:

Date: \_\_\_\_\_  
Proposer's Signature  
\_\_\_\_\_  
Proposer's typed name and title

2. If Proposer is a **PARTNERSHIP** or **JOINT VENTURE**; at least two (2) Partners shall sign here:

\_\_\_\_\_  
Partnership or Joint Venture Name (type or print)

Date: \_\_\_\_\_  
Member of the Partnership or Joint Venture Signature

Date: \_\_\_\_\_  
Member of the Partnership or Joint Venture Signature

3. If Proposer is a **CORPORATION**, the duly authorized officer shall sign as follows:

The undersigned certify that he/she is respectively:

Jeff Spicker and Director, Northern California  
Signature Title

Of the corporation named below; that they are designated to sign the Proposal Cost Form by resolution (attach a certified copy, with corporate seal, if applicable, notarized as to its authenticity or Secretary's certificate of authorization) for and on behalf of the below named CORPORATION, and that they are authorized to execute same for and on behalf of said CORPORATION.

Corporation Name (type or print):

By: Jeff Spicker Date: 11/17/2025  
Title: Director, Northern California

# PROPOSAL SUMMARY

Dear Selection Committee,



November 21<sup>st</sup>, 2025

Re: Parking Management of Monterey Street Garage

Parking Concepts, Inc. (PCI) is pleased to present this proposal to the **City of Salinas** for the professional management and modernization of the **Monterey Street Garage**. As a long-standing provider of parking management solutions to public agencies across California, PCI brings extensive expertise, proven operational practices, and advanced technology capable of elevating the customer experience while reducing operational costs and equipment failures.

## 1. Overview of PCI's Approach

Our proposal emphasizes simplicity, modernization, and value. We focus on implementing a digital parking experience that leverages the garage's existing infrastructure while introducing PCI's state-of-the-art technology: **BREEZE® Tap-In/Tap-Out Ticketless Parking**. This approach delivers the functionality and feel of a full equipment replacement, but at a fraction of the cost.

Rather than replacing the entire PARCS system, PCI integrates directly into the **existing Amano equipment, gates, and infrastructure**, minimizing capital expenditure and operational downtime. The entry and exit lanes will be refreshed with new signage and paint, dramatically improving the facility's appearance and customer perception.

## 2. Key Features of the Proposed System

### BREEZE® Tap-In/Tap-Out Technology

- Customers simply **tap a credit card** or **scan a posted QR code** with their smartphone to enter.
- No app download is required (though an optional, white-labeled app is available).
- The same method is used at exit.
- Parkers who scan to enter receive an **eTicket via SMS** for payment before exit or may scan at the exit device to pay then.
- Parkers using credit card or mobile wallet for entry may retrieve their eTicket via a **posted QR code**, linking their phone to that method of payment.
- **Validations** are quick and easy: a validator device allows scanning the QR code or tapping the same credit card used for entry.
- Cash payments remain available at the cashier booth.

### Technology Expansion Options

At project launch, or anytime thereafter, the City may add:

- **New pedestals and gate equipment** (upgrading aesthetics and reliability)
- **License Plate Recognition (LPR)** to enable automated exit for fully paid or validated parkers
- Ability to shift to **express operations** (automatic entry start, open gates) or **fully gateless mode** while retaining PCI's unique option to still pay at exit or by cash.

## 3. Monthly Parking Integration

PCI will provide a robust **monthly parking portal** that integrates in near real time with the garage access system. Features include:

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- Online account management
- Real-time access authorization
- Automated billing
- Full administrative controls and reporting

Should the City elect to use a third-party platform, PCI will integrate via API to ensure seamless monthly parker access.

#### 4. Financial Summary

Our modernization solution is intentionally cost-effective:

- **Capital cost:** \$5,000 (parts & labor for system installation), amortizable over the contract term
- **Optional upgrades:** \$8,000–\$50,000 for new pedestals, gates, and/or LPR
- **Per-ticket convenience fee:** \$0.99 retained by PCI (paid by the parker)

This approach dramatically reduces equipment replacement costs while improving system reliability and customer experience.

#### 5. Operational Benefits

PCI's proposal delivers a modern, flexible, and revenue-positive parking operation. Benefits include:

- Replacement of failing equipment with reliable, leading-edge technology
- Lower capital investment than full PARCS replacement
- Ability for customers to pay with credit card, smartphone, SMS eTicket, or cash
- Seamless digital validations and monthly parker management
- Reduced staffing needs through automation
- Greater oversight and improved customer service with an on-site, working PCI manager
- Significant potential for **increased revenue** through improved accuracy, system uptime, transparency, and PCI's proven management practices

PCI currently serves a broad portfolio of municipalities in California and across the U.S. We encourage the City of Salinas to contact our clients to learn more about our culture, service style, and what distinguishes PCI from competitors.

PCI looks forward to partnering with the City to deliver a managed, creative, and scalable parking solution for the Monterey Street Garage. Thank you for your thoughtful consideration.

Sincerely,



Jeff Spicker

Director, Northern California



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# CONTACTS



We're genuinely excited for the opportunity to partner with you, and we're confident that our approach will not only meet your goals but elevate the entire project. Our team brings a clear plan, proven expertise, and a commitment to delivering measurable improvements.

## Jeff Spicker

**Director  
Northern California**

☎ (415)314-2848

✉ [jspicker@parkingconcepts.com](mailto:jspicker@parkingconcepts.com)



On behalf of the entire Parking Concepts team, we look forward to speaking with you further about this opportunity. We hope that we've outlined and clearly defined our distinct approach and that it coincides with your expectations. Please know that we are always here to help and look forward to working with you. Should you have any questions in the meantime, please do not hesitate to contact us.

## Victor Alistar

**Vice President of  
Northern California**

☎ (916)709-4580

✉ [valistar@parkingconcepts.com](mailto:valistar@parkingconcepts.com)



# OUR PROFILE & QUALIFICATIONS

## A HISTORY OF LEADERSHIP AT YOUR SERVICE



When it comes to providing you with the best management solutions: experience counts. Especially with parking. When you partner with PCI, you receive the support of our nationwide resources, delivered by a team of passionate, local service professionals. Our decades of experience, breadth of capabilities, and footprint have repeatedly and rightfully earned clients' trust. Look below and see how our company's experience adds up in numbers:

**51+** Years of Parking Industry Experience – Inception in 1974

**240+** Years of Senior Executive Parking Experience

 **24** Years average executive tenure

**14** Years average management tenure

**7** Years average associate tenure

 **250+** Locations in California

 **1,500** National Associates

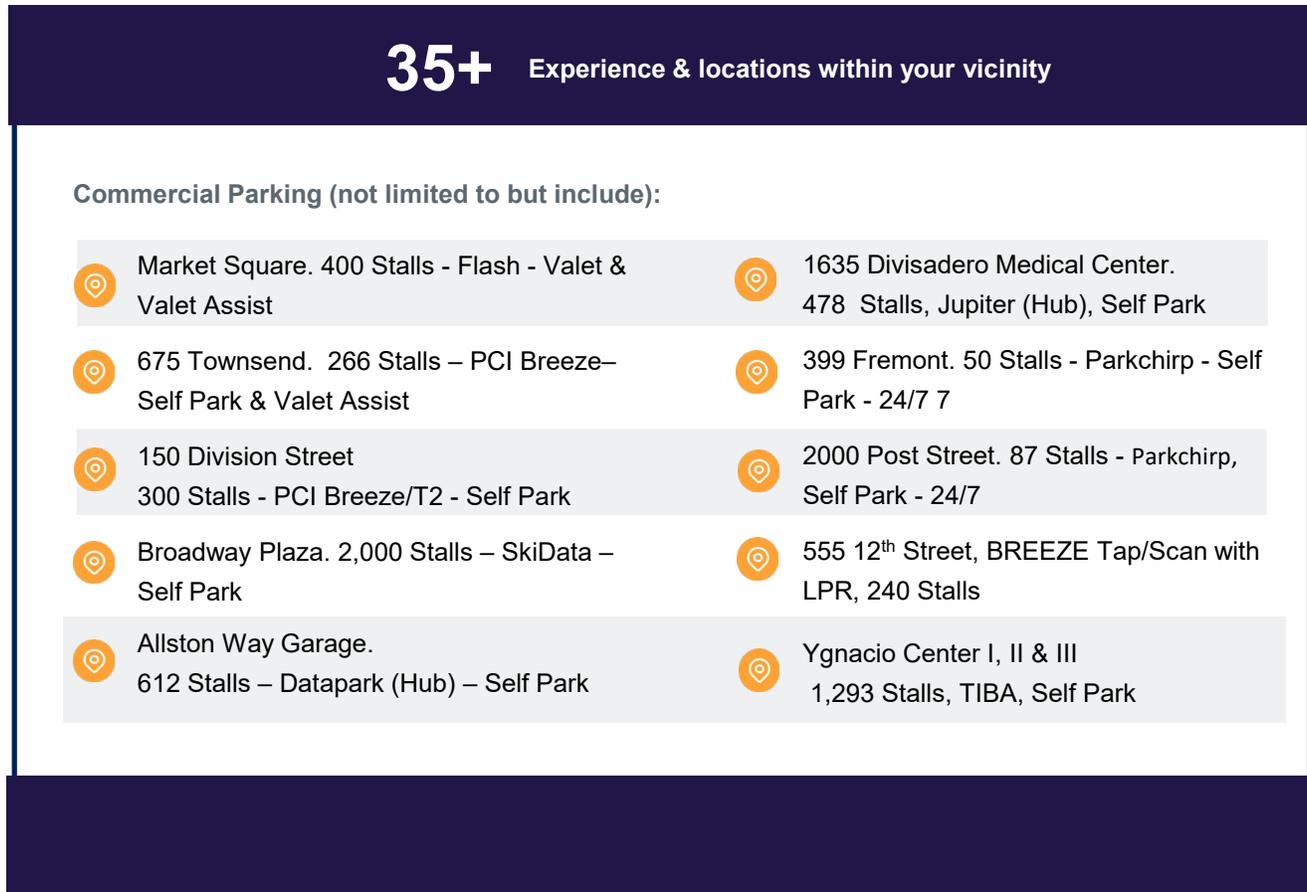
 **3%** Quarterly turnover rate

### Our service solutions

- Valet
- Self-parking
- Fixed shuttle & transportation services
- Bell services
- Door services
- Concierge
- PARCS
- Facility maintenance
- Enforcement
- Consulting

## Location Presence

Figure 1: Location Within Vicinity



## Partnership

PCI is committed to engaging in a long, productive partnership that benefits the visitors and tenants we serve. Rest assured that we're fully invested in supporting the long-term success of your property. Each element of our plan is custom-designed, including staffing models, and the team that will support you. Additionally, we've developed a 90-day transition plan to ensure a smooth transfer to our service between the current operations and ourselves. More importantly, we've produced several solutions to ensure that every tenant and visitor immediately feels the positive impact of PCI.

Parking Concepts, Inc. (PCI) is a full-service parking and transportation company that was formed in 1974 to service the unique needs of California developers, asset managers and governmental entities. Today we service many of California's most prestigious public-sector and high-profile commercial assets. Parking Concepts was founded and remains privately owned by Mr. Gil Barnett, one of the most respected names in the parking industry.

Parking Concepts expanded to the Bay Area in 2006 after winning contracts with the City of San Francisco (SFMTA). Then in early 2011, Parking Concepts expanded to Texas with the addition of Dallas Fort Worth (DFW) International Airport. Today, Parking Concepts is one of the most exciting and fastest growing parking operators in the nation. In recent years, PCI has been creating a buzz at industry trade shows. This buzz has not been through mergers and acquisitions, but through our organic growth and advanced technology solutions. During the COVID epidemic, while many fell on hard times, Parking Concepts expanded into 5 new states, bolstered our Airport Division, and officially launched a Municipal Services Division. Our recently launched BREEZE suite of technologies allows Parking Concepts to deliver nearly every conceivable parking solution to our clients based on their unique needs. Full blown PARCS may not always be needed. We invite you to visit 675 Townsend Street Garage (Zynga/Adobe) to see our recently installed ticketless technology for gated facilities. Then just one block away, visit 150 Division (Airbnb) to see our pay by App/QR code solution in action.

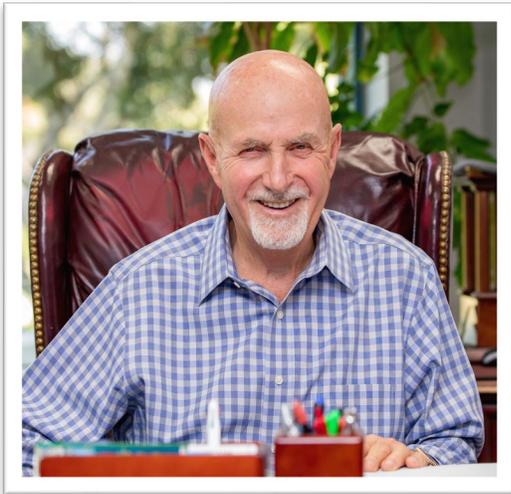
## MISSION & VISION

Our company's management philosophy centers on empowering our team to provide exceptional service to our partners with unwavering integrity. We believe in putting employees first – treating them like family, equipping them with the tools they need to succeed, and holding them accountable. This approach fosters a supportive and high-performing culture where employees feel valued and motivated.

By investing in our people and prioritizing integrity, we create an environment that drives superior service. We see this philosophy working by cultivating trust, encouraging collaboration, and ultimately strengthening both our internal culture and our external partnerships. It's a philosophy that builds loyalty, drives innovation, and sets us apart in the industry

## OUR MISSION

**Empowering our team to deliver superior service  
to our partners with uncompromising integrity.**



**"Put employees first.  
Good leaders take  
care of their employees –  
treat them like family,  
give them the tools they  
need to succeed,  
and hold them accountable."**

**- Gill Barnett, CEO & Founder**

## OUR VISION

**To be the industry leading service provider for our  
partners, led by our culture, team, and technology.**

# PASADENA NOW

## Pasadena Parking Operator Reportedly Delivers \$2.4 Million in Annual Savings Through Garage Consolidation

*Transportation Department reports on three-year performance of Parking Concepts Inc. as contract extension looms*

Published on Monday, February 24, 2025 | 6:01 am



The City achieved significant cost reductions by consolidating its eight public parking garages in the Civic Center and Old Pasadena areas under a single operator, according to the city's Department of Transportation.

In a report for the Municipal Services Committee on Tuesday, Transportation Director Joaquin T. Siques will explain how Parking Concepts Inc., which began managing all City garages in February 2022, has been able to deliver average yearly savings of \$2.4 million.

**ATTACHMENT D – SAMPLE TABLE FORMAT  
QUALIFICATIONS OF FIRM RELATIVE TO CITY’S NEEDS**

Project Name	Client	Description of work performed	Total Project Cost	Percentage of work firm was responsible for	Period work was completed	Client Contact Information
675 Townsend San Francisco	De Anza Properties	BREEZE installation	\$10,000	100%	3 Days	Layla Barnes (415)431-7368 Metro@deanzaproperties.com
Did your firm meet the project schedule (Circle One): Yes						
Give a brief statement of the firm’s adherence to the schedule and budget for the project: Parking Concepts proposed and installed BREEZE ticketless solution. LPR and other upgrades were added after the initial installation.						
555 12th Street	Harvest Properties	Remove & Install BREEZE	\$21,500	100%	3 Days	Ally Fitzmaurice (510)830-1753 afitzmaurice@harvestproperties.com
Did your firm meet the project schedule (Circle One): Yes						
Give a brief statement of the firm’s adherence to the schedule and budget for the project: Parking Concepts removed the existing Datapark system and installed BREEZE ticketless solution with License Plate Recognition (LPR)						
601 Marshall Redwood City	Dostart	Ops & Management	\$150k Annual Budget	100%	Continuous	Gloria Arredondo (650)322-0737 gloria@dostart.com
Did your firm meet the project schedule (Circle One): Yes						
Give a brief statement of the firm’s adherence to the schedule and budget for the project: Parking Concepts took over the operations of this downtown Classs A project in April 2025 and has since been awarded additional contracts by the owner.						
1635 Divisadero Medical Center San Francisco	Tusker Corporation	Ops & Management	\$1.9 Gross Sales \$286,000 Expenses	100%	18+ years	Joseph Reyff (415)441-5408 jreyff@tuskercorp.com
Did your firm meet the project schedule (Circle One): Yes						
Give a brief statement of the firm’s adherence to the schedule and budget for the project: Parking Concepts has been managing this busy medical center garage for more than 18 years, multiple PARCS installations.						

\*Include name, title, and phone number

# WORK PLAN



**Chapter 4 – Work Plan** Parking Concepts, Inc. (PCI) presents the following Work Plan to demonstrate our understanding of the City of Salinas’ objectives for the Monterey Street Garage and our ability to deliver a modern, efficient, and customer-focused parking operation. This plan details the major tasks, subtasks, staffing model, operational processes, and performance oversight that will ensure a high-quality parking experience for residents, employees, and visitors.

PCI’s objectives align with the City’s goals:

- Implement reliable, modern parking technology
- Improve customer service and reduce operational friction
- Strengthen revenue control and accountability
- Maintain a safe, clean, and efficiently managed facility
- Reduce equipment failures and labor inefficiencies
- Ensure transparent, accurate reporting and communication

Our proposed approach integrates operational best practices with industry-leading technology: most notably, PCI’s **BREEZE® Tap-In/Tap-Out Ticketless System**, and delivers a management structure centered on hands-on leadership and accountability.

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## 4.1 Management Structure: Working Manager Model

PCI proposes operating the Monterey Street Garage under a **Working Manager** model, designed to maximize operational efficiency, enhance service delivery, and ensure continuity of oversight.

### Role of the Working Manager

The Working Manager is responsible for all day-to-day functions of the facility, performing both supervisory and frontline duties. Responsibilities include:

#### Administrative & Business Operations

- Monthly parking administration
- Billing, invoicing, and revenue reconciliation
- Scheduling, staff supervision, and training
- Inventory management for equipment and supplies
- Customer communication and service resolution

#### Operational & Field Functions

- Coverage of cashier, lane, and customer-service positions as needed
- Routine inspection of equipment, cleanliness, and safety
- Implementation and troubleshooting of digital parking systems
- Coordination of maintenance or repair needs

This dual-role structure increases coverage, reduces costs, and ensures that management maintains a thorough and practical understanding of the facility's daily operations.

### Candidate Identification

PCI has identified **Oscar Chavez**, an existing employee and Supervisor, as an ideal candidate for Working Manager. Oscar is a Salinas resident and demonstrates the attributes necessary for success in this role, including:

- Reliability, dedication, and strong work ethic
- Mechanically skilled and technologically proficient
- Excellent communication skills
- Deep familiarity with the facility and community

Final appointment will occur only after full evaluation and with the City's approval.

## 4.2 Key Staff and Organizational Support

### On-Site Management

- **Working Manager (Proposed): Oscar Chavez**  
Responsible for all day-to-day operations, administration, customer service, and system oversight.

### Executive and Regional Support

- **Victor Allistar – President, Northern California**  
Strategic oversight, executive support, and client relationship management.
- **Jeff Spicker – Director, Northern California**  
Frequent site engagement, operational leadership, and performance review.
- **Sertse Tesfaye – Director of Operations, Northern California**  
Primary City liaison, direct oversight of the site manager, and escalation point for all operational or policy issues.
- **Joan Libre – Office Manager & Field Support, Northern California**  
Specialist in PCI's internal systems and controls; responsible for supporting the manager in reporting, auditing, systems training, and daily administrative functions.

## 4.3 Oversight and Quality Assurance

PCI will implement a multi-layered oversight structure to ensure accuracy, compliance, and consistent service delivery. Key oversight tasks include:

### Daily Oversight (Working Manager & Operations Director)

- Monitoring facility operations and staffing
- Validating system performance and resolving issues
- Ensuring timely responses to City inquiries and customer concerns

### Weekly Oversight (Regional Director & Field Support)

- Review of revenue control systems
- Audit of reports, validations, and monthly parker status
- Review of equipment performance and maintenance needs

### Monthly Oversight (Executive Team)

- Review of financial reports, revenue trends, and KPI performance
- Review of staffing, customer feedback, and long-term operational improvements
- Consultation with the City on policy or operational adjustments

This layered system ensures that issues are addressed quickly and that the City is kept informed with accurate, actionable data.

### 4.4 Monthly Parking, Billing, and Invoicing Plan

A primary focus of our plan is eliminating friction in the customer experience and enhancing revenue control. PCI's approach modernizes the City's monthly parking program using the **BREEZE® integrated system**.

#### Challenges with Legacy Systems

Traditional PARCS systems create inefficiencies due to:

- Separate platforms for monthly sales and access credentials
- Difficult or inconsistent auditing
- Untracked cards that lead to revenue loss
- Inefficient manual processes and customer confusion

#### PCI's Modernized Solution

Under our plan:

1. **All monthly parking sales occur through PCI's online portal.**
  - Customers can register, update vehicles, manage payments, and view receipts online.
2. **The portal is connected in real time to the BREEZE access control system.**
  - Only fully paid, valid parkers can enter the facility.
  - No manual credential activation or deactivation is required.
3. **City-defined rules govern late payments, grace periods, and account status.**
4. **Automatic synchronization eliminates revenue leakage**, unauthorized access, and manual credential errors.
5. **The Working Manager oversees all monthly account reviews**, customer assistance, and auditing.

This integrated approach produces a smoother customer experience, fewer operational burdens, and significantly improved revenue accountability.

### 4.5 Implementation Approach & Schedule

PCI's implementation plan ensures rapid deployment with minimal disruption:

#### Startup Tasks

- Finalize staffing and City approval of manager
- Install BREEZE technology into existing Amano equipment
- Refresh lane signage, paint, and entry aesthetics
- Configure monthly parking portal and payment integrations
- Train staff on new equipment, customer service protocols, and validation tools

#### Subtasks

- Testing and calibration of all equipment
- Inventory and evaluation of legacy hardware
- Establishing reporting templates and audit schedules
- Coordination with City on policies, validations, and communication strategies

#### Schedule

PCI can fully implement the system and transition operations within **30–45 days** from notice to proceed, depending on equipment lead times and City availability.

### 4.6 Understanding of the City's Objectives

PCI's Work Plan is built around the City of Salinas' core goals:

- **Reliable system performance**
- **Enhanced revenue control and transparency**
- **Improved customer experience**
- **Modern, flexible, efficient operations**
- **Reduced equipment failures and dependence on outdated hardware**
- **Robust reporting and clear communication**

PCI's integrated technology and hands-on management model directly address each of these goals.

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### Conclusion

Through a blend of modern parking technology, dedicated local management, and proven operational practices, PCI will transform the Monterey Street Garage into a reliable, efficient, and customer-friendly facility. Our structured Work Plan ensures accountability, enhances service, and protects the City's revenue. PCI is committed to working closely with the City of Salinas to deliver a best-in-class parking operation.

# PROPOSED INNOVATIONS



## Chapter 5 – Proposed Innovations

Parking Concepts, Inc. (PCI) is committed to delivering modern, cost-effective, and customer-focused innovations that will significantly improve the operational efficiency and user experience at the Monterey Street Garage. The following technical and procedural innovations, many of which have been successfully deployed at other municipal facilities, represent a forward-thinking approach that aligns with the City of Salinas' goals of reliability, modernization, and financial stewardship.



### 5.1 BREEZE® Digital Parking Platform

PCI's **BREEZE®** suite replaces traditional legacy PARCS equipment with a flexible, fully digital access and payment platform at a fraction of the cost of a full system replacement. BREEZE is designed for cities seeking a modern, intuitive experience without the burden of high capital expenditures or complex hardware.

#### Retrofit Into Existing Amano Equipment

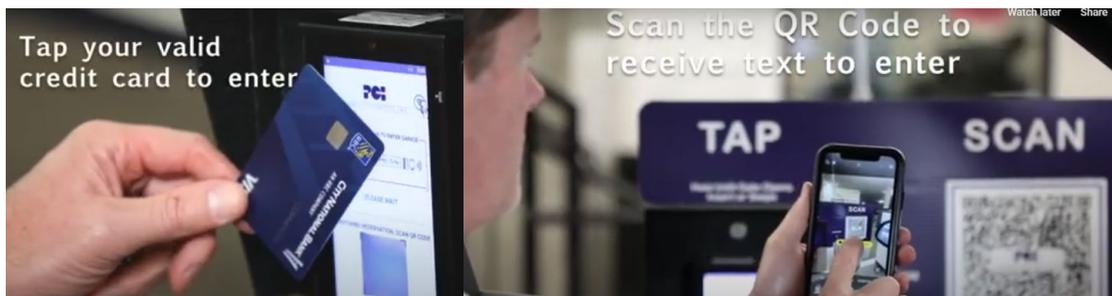
- BREEZE entry and exit modules are installed directly into the existing Amano housings.
- New faceplates and modern graphics dramatically improve the appearance of the lanes.
- Retrofit installation reduces cost, minimizes downtime, and extends the useful life of existing infrastructure.

#### Ticketless, Fully Digital Operation

- Converts the garage from a ticket-based system to a completely **ticketless** environment.
- Reduces hardware dependence, eliminating moving parts prone to failure.
- Decreases potential vandalism incidents, compact devices are less attractive targets and inexpensive to replace.

#### Low-Cost, Easily Replaceable Components

- Damaged lane units can be replaced in minutes.
- Spare units cost approximately **\$1,300**, significantly lower than traditional PARCS hardware.
- Replacement gates, pedestals, and LPR can be added at any time for seamless upgrades.



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### 5.2 Optional Modern Hardware Upgrades

Should the City desire a fresh, modern appearance, PCI offers an optional upgrade path:

- **New Sleek Pedestals:** \$13,000
- **LPR System:** Additional \$8,000
- **Four New Barrier Gates:** \$30,000

This modular approach allows the City to expand capabilities over time without major reinstallation

### 5.3 Enhanced Customer Experience (UX Design)

#### Option 1: Tap-In / Tap-Out

- Parkers tap a credit card or mobile wallet at entry and again at exit.
- Supports tap, chip insert, and magnetic swipe.
- A receipt can be obtained by scanning posted QR codes.
- QR scanning links the parker's credit card with their phone, enabling automatic eTicket delivery and fast future transactions.

#### Option 2: Scan-to-Enter

- Parkers scan the posted QR code using their smartphone camera.
- A simple “push for entry” command opens the gate.
- An eTicket is instantly issued via SMS for payment.
- At exit, parkers scan the posted QR code again to complete the transaction.

**No mobile app is required**, eliminating friction and improving accessibility for all users.

A full demonstration of these innovations is available under the BREEZE tab on PCI's website.

### 5.4 Optional License Plate Recognition (LPR) Integration

PCI's LPR option significantly enhances speed, accuracy, and automation:

- Automatically opens exit gates for all paid/validated parkers and authorized monthly users.
- Eliminates the need to present a card, QR code, or phone at exit.
- When paired with **BREEZE Express**, the gates open automatically for *all* vehicles, providing a near-gateless experience while retaining the ability to pay at exit.

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### 5.5 Modern, Digital Validation Tools

PCI modernizes the validation process by eliminating manual stamps or paper chasers:

- Businesses and venues receive unique QR validation codes.
- Parkers validate by scanning the business's posted code.
- For high-volume partners (e.g., the theater), PCI provides a countertop validation device, similar to a credit card terminal, that allows tap or scan validation.
- A confirmation text message ends ambiguity and improves customer communication.

These validations operate in real time and are fully tracked in the system's audit trail.

### 5.6 Digital Monthly & Contract Parking Platform

To eliminate legacy system weaknesses, PCI provides a fully integrated digital portal for monthly and contracted parking.

#### Innovations in Monthly Parking

- Online sign-up, payment, and account management.
- Real-time system synchronization: only paid, valid users can access the garage.
- Parkers may add/remove users, update vehicles, and manage payments independently.
- The City retains full control over rules for late payments, grace periods, and credential policies.
- The parker's **cell phone becomes their active credential**, enabling immediate access once payment is made.

If the City prefers to use its existing portal, PCI will implement an **API integration** to maintain automation, integrity, and customer convenience.

### 5.7 Revenue Protection & Operational Controls

#### Strong Revenue Control

- Entry and exit require a validated credential (credit card, phone, QR, or LPR).
- Eliminates pass-backs, unauthorized users, and unpaid accesses.
- Digital audit trails ensure complete transparency.

#### Reduced Vandalism Risk

- Slimmer hardware units are less appealing to thieves.
- No cash is stored in lane devices.
- Durable rectangular columns can be repainted or wrapped easily.

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### Lifecycle and Software Updates

- Base equipment delivers **10+ years of reliable service**.
- Software remains current with all upgrades included in the SaaS subscription.

### 5.8 Repair, Replacement & Operational Efficiency

#### Rapid Replacement Strategy

- PCI recommends keeping one spare BREEZE device on hand.
- Faulty units can be swapped in minutes to prevent downtime.
- Damaged units are shipped for repair or replaced immediately.

#### Gate Maintenance Simplified

- Gates will likely require routine repairs (industry-standard challenge).
- PCI trains staff to replace gate arms and perform basic repairs in-house, reducing downtime and service calls.

#### Reallocation of Staffing Resources

With cashiering eliminated or reduced:

- Staff leave the cashier booth and actively walk the facility.
- Increased presence reduces vandalism and misuse.
- Staff can assist customers directly, improving service and satisfaction.

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### Summary of Innovation Benefits to the City

PCI's innovations provide the City of Salinas with:

- Modern digital parking at a fraction of traditional system replacement costs
- Faster customer entry/exit and simplified payments
- Real-time validation and monthly parking control
- Stronger revenue protection and reduced leakage
- Lower maintenance and repair costs
- Scalable infrastructure adaptable for future needs
- A significantly improved customer experience
- Reduced vandalism and operational downtime

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# PROJECT STAFFING



## Chapter 6 – Project Staffing

Parking Concepts, Inc. (PCI) proposes a staffing plan designed to deliver efficient, responsive, and high-quality management of the Monterey Street Garage. Our staffing approach takes full advantage of the modern technology being introduced and focuses on accountability, customer service, and hands-on operational oversight.

Consistent with the City’s expectations, PCI identifies key project personnel by name, title, and responsibility. These individuals have extensive experience supporting municipal parking programs and represent the core team responsible for the successful operation of the facility.

### 6.1 Staffing Philosophy

PCI’s staffing model is rooted in the principles of efficiency, mobility, and proactive service. The implementation of the BREEZE® digital ticketless system reduces the need for static cashiering, enabling staff to operate as **mobile, customer-facing ambassadors**.

By empowering on-site personnel to manage the full range of daily tasks, from customer assistance to maintenance checks to revenue controls, we ensure a safe, welcoming, and well-managed facility while optimizing labor cost efficiency.

### 6.2 Working Manager Model

A cornerstone of PCI’s staffing plan is the **Working Manager**, an operational leader who performs both supervisory and frontline tasks to ensure comprehensive oversight of all daily activities.

#### Role and Responsibilities

The Working Manager will:

- Oversee all day-to-day operations of the Monterey Street Garage
- Administer monthly parking and maintain revenue controls
- Prepare and submit billing, invoices, and required reporting
- Train, schedule, and supervise all personnel
- Respond to customer issues and assist with field operations
- Perform equipment checks, coordinate repairs, and support technology systems
- Maintain facility safety, cleanliness, and service standards
- Coordinate with PCI regional leadership and City staff

#### Proposed Working Manager: Oscar Chavez

PCI has identified **Oscar Chavez**, currently serving as Supervisor, as our proposed Working Manager for this engagement. Oscar is a Salinas resident with extensive knowledge of the facility and community. Throughout our evaluation, Oscar demonstrated the qualities we value in a manager: reliability, professionalism, technical skill, mechanical aptitude, strong communication, and integrity.

Oscar’s appointment will be finalized only after full evaluation and with the **City’s approval**, in accordance with the RFP’s requirements.

### 6.3 Proposed Staffing Schedule

PCI proposes a streamlined staffing model enabled by modernized, automated technology:

- **One on-site employee present during all operating hours**

## PROJECT STAFFING

- Staff operate as mobile support personnel, not confined to a cashier booth
- Responsibilities include customer service, facility monitoring, spot cleaning, validation support, and deterrence of vandalism and misuse

This approach ensures full coverage while significantly improving the customer experience and facility safety.

### 6.4 Key Project Team Members Executive & Regional Oversight

These personnel will actively support the Working Manager and ensure adherence to contract requirements, operational excellence, and rapid resolution of issues.

Name	Title	Responsibilities
<b>Victor Allistar</b>	President, Northern California	Executive oversight, client relations, strategic guidance, and long-term planning.
<b>Jeff Spicker</b>	Director, Northern California	Operational oversight, frequent site engagement, training, performance monitoring, and City communication.
<b>Sertse Tesfaye</b>	Director of Operations, Northern California	Direct supervisor of site manager, policy guidance, issue escalation, and City liaison for daily operational matters.
<b>Joan Libre</b>	Office Manager & Field Support	Reporting, auditing, system controls, administrative support, training, and ensuring accuracy and compliance.

## Onsite Staffing

These personnel will actively support the Working Manager and ensure adherence to contract requirements, operational excellence, and rapid resolution of issues.

Name	Title	Responsibilities
Oscar Chavez (Proposed)	Working Manager	Full daily operational responsibility, staff coordination, customer service, revenue controls, equipment monitoring, reporting, and facility oversight.
Various	Supervisor	Weekend, vacation and on call operational responsibility, staff coordination, customer service, revenue controls, equipment monitoring, and facility oversight.
Various	Cashier(s)	Provide friendly, front-facing customer support and accurate cashiering services. Assist patrons with navigating the garage, offer clear, helpful directions. Maintain active awareness of the facility to support overall garage operations and security..
Various	Floater & Heavy Maintenance	Closing position focused on heavy garage maintenance and cleaning.

Position Detail	Staff Count	Daily Hours / Schedule							Regular Hours
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Regional Support / Admin Support		Various	Various	Various	Various	Various			
Manager	1	8 9am - 5:30	8 9am - 5:30	8 9am - 5:30	8 9am - 5:30	8 9am - 5:30			40
Weekday Cashier(s)	1	8 3:30pm-12am	8 3:30pm-12am	8 3:30pm-12am	8 3:30pm-12am	8 4:30pm - 1am			40
Opening Maintenance/Cashier	1	4 6am - 10am	4 6am - 10am	4 6am - 10am	4 6am - 10am	4 6am - 10am			20
Weekend Supervisor	1						8 8am - 4:30	8 8am - 4:30	16
Weekend Cashier(s)	1						8 4:30pm - 1am	8 3:30pm-12am	16
Weekend Floater/Maintenance	1						4 Various	4 Various	8
<b>Totals</b>	<b>6</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>140.00</b>

# PROPOSAL EXCEPTIONS



None identified at this time.

# PROPOSAL COSTS & RATES



- PCI proposes a monthly management fee of **\$1,000**.
- Adjusts annually 3%

As you may be aware, the management fee is simply a single line item on your projection to be considered in evaluating the cost effectiveness of your operator. The following are other areas that should be evaluated very closely while reviewing our proposal (these are hidden profit centers for some of our competitors):

- ✓ **Wages -** Wages are highly competitive for today's labor market and current hiring conditions. It is our goal to maintain and hire consistent, well recognized, and long-term employees at your facility. Please see Staffing & Benefits spreadsheet for details. With the flexibility of a management agreement, staffing may be augmented at any time should the need arise.
- ✓ **Vacation Accrual** – Our non-union vacation accrual is at **4%**.
- ✓ **Payroll Overhead - (PR Tax & Workers Compensation Ins)** – Our non – union combined payroll tax and workers compensation insurance cost (Payroll Overhead) is only **28.99%**.
- ✓ **Health & Welfare** – Our 2024 plans are only **\$504 / month** for eligible Full-Time associates who participate
- ✓ **Payroll Processing** – PCI's fee is **\$26 / employee / month**.
- ✓ **Uniforms** – Estimated at **\$35 / employee**.
- ✓ **Communications/Internet** – Estimated at **\$275 / month**.
- ✓ **Signage** – Estimated tickets and forms - **\$4,800 / one time**. **Replacement/repairs at cost**.
- ✓ **Credit Card Processing Fees** – TBD, Based on actual transaction volume (estimate 2.5 to 3.5% of related collections on average).
- ✓ **Breeze PARCS Platform** – In Lane Devices and Installation **\$10,000 / one time**.
- ✓ **PCI-DSS & Equipment Rental** – Paycom Terminal and Firewall **\$179 / month**.
- ✓ **Supplies** – Estimated Garage Cleaning & Office Supplies - **\$200 / month**.
- ✓ **Power Sweeping Services** – TBD.
- ✓ **Degreasing Services** – TBD.
- ✓ **Tickets**– **\$0 / month**. Ticketless, digital receipts.
- ✓ **Banking Fee** – PCI Banking Experience - **\$65 / month**.
- ✓ **Accounting Fee** – Client statement at **\$250 / month**.
- ✓ **Breeze Software Platform** – (Software as a service SAS) **\$1,255 / month**. Based on 145k fully validated tickets annually.



- PCI proposes a monthly management fee of **\$1,000**.
- Adjusts annually 3%



## SALINAS - Monterey St. Garage Parking Garage Operations Pro Forma

Nov 17th 2025

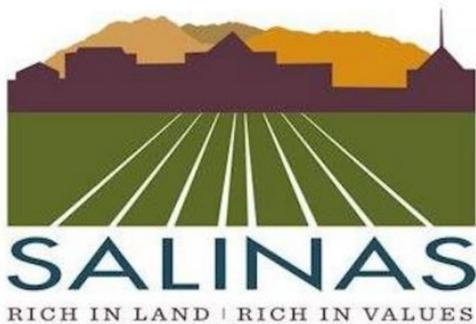
		MONTHLY AVG	ANNUAL
<b>EXPENSES</b>			
Wages & Salaries	Staffing Schedule	15,089	181,064
Holiday Pay	3.50%	528	6,337
Sick Pay	2.30%	347	4,164
Vacation Accrual	4.00%	639	7,663
Payroll Tax	16.33%	2,711	32,534
Workers Compensation Insurance	12.66%	2,102	25,222
Health & Welfare	Ave. PCI Plan With Estimated <b>100%</b> EE Participation Level - No Charge If Declined By EE	504	6,048
Payroll Processing	\$26.00 / Employee / Month	156	1,872
Uniforms	\$35 / Employee / Month	210	2,520
Communications	Cell / Landline / Business Class DSL	275	3,300
Printing	Estimated Tickets & Forms	0	0
Credit Card Processing Fees	TBD - Base On Actual Transaction Volume	0	0
Computer / IT	Computer Related Needs	150	1,800
Signage	Signage	400	4,800
Equipment Rental	PCI DSS Firewall / Paycom Terminal	179	2,148
Supplies	Estimated Forms / Office / Cleaning Supplies	200	2,400
Power Sweeping Sevices	Weekly Interval	0	0
Degreasing Services	Annual Interval	0	0
Mileage	Field Staff Vehicle Use	0	0
Breeze Platform	Specify	1,255	15,060
Breeze Enforcement Platform	Specify	0	0
Breeze Call Center Platform	Specify	899	10,788
Banking Fee	Specify	65	780
Accounting Fee	Specify	250	3,000
Data Processing Fee	ParkChirp Billing Platform	250	3,000
Business License & Police Permit	Base Year	150	420
Liability Insurance	\$3,000 Deductible	1,350	16,200
<b>Operating Expenses</b>		<b>\$27,708</b>	<b>\$331,121</b>
<b>Management Fee</b>	<i>Increases Annually 3%</i>	<b>\$1,000</b>	<b>\$12,000</b>
<b>Participation Fee</b>	<i>% NOI</i>	<b>\$0</b>	<b>\$0</b>
<b>Participation Fee</b>	<i>% Non-Tenant Revenue</i>	<b>\$0</b>	<b>\$0</b>
<b>Projected Net Operating Expenses</b>		<b>\$28,708</b>	<b>\$343,121</b>

## Staffing & Estimated Benefits Detail (Non-Union) - Monterey Street parking Garage

		City of Salinas							Regular	Hourly	Weekly	Annual
Position Detail	Staff Count	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hours	Wage	Total	Total
		Daily Hours / Schedule										
Regional Support / Admin Support		Various	Various	Various	Various	Various				Allocation	\$150.00	\$7,800
Manager	1	8 9am - 5:30	8 9am - 5:30	8 9am - 5:30	8 9am - 5:30	8 9am - 5:30			40	\$30.00	\$1,200.00	\$62,400
Weekday Cashier(s)	1	8 3:30pm - 12am	8 3:30pm - 12am	8 3:30pm - 12am	8 3:30pm - 12am	8 4:30pm - 1am			40	\$21.00	\$840.00	\$43,680
Opening Maintenance/Cashier	1	4 6am - 10am	4 6am - 10am	4 6am - 10am	4 6am - 10am	4 6am - 10am			20	\$21.00	\$420.00	\$21,840
Weekend Supervisor	1						8 8am - 4:30	8 8am - 4:30	16	\$23.00	\$368.00	\$19,136
Weekend Cashier(s)	1						8 4:30pm - 1am	8 3:30pm - 12am	16	\$21.00	\$336.00	\$17,472
Weekend Floater/Maintenance	1						4 Various	4 Various	8	\$21.00	\$168.00	\$8,736
<b>Totals</b>	<b>6</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>	<b>140.00</b>	<b>N/A</b>	<b>\$3,482</b>	<b>\$181,064</b>
<b>Monthly Healthcare Detail - Estimated (2025)</b>		<b>Est. Staff On Plan</b>	<b>Health Ins</b>	<b>Est. Staff On Plan</b>	<b>Dental Ins</b>	<b>Est. Staff On Plan</b>	<b>Life Ins</b>					
	Parking Manager (PCI Plan)	1	\$504	0	\$0	0	\$5					
	Hourly Staff (PCI Plan)	0	\$504	0	\$0	0	\$5					
	<b>Totals</b>		<b>\$504.00</b>		<b>\$0.00</b>		<b>\$0.00</b>					

# THANK YOU

For taking the time out of your busy schedule to review our proposal package.



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We greatly appreciate this opportunity and your kind consideration of our firm. Please do not hesitate to reach out to us if you have any questions, would like to take a tour of any of our facilities, or schedule a meeting.

WE ARE HERE TO BE OF SERVICE TO YOU,  
YOUR TEAM & YOUR VALUED PATRONS!