



**SP** Plus<sup>SM</sup>  
Municipal Services  
*Superior People. Superior Performance.*

A division of Standard Parking



*“SP Plus<sup>SM</sup> Municipal Services has committed itself to improving the south beach parking operation, with the primary focus on quality customer service. They have committed the time and resources necessary to make this a successful project.”*

*City of Clearwater, Florida*



2 Add time  
with each coin  
deposited  
No change given

## The Public Face of Parking

**For municipalities, public parking impacts civic reputation, revenues and economic vitality.**

A proven resource for privatization, SP Plus<sup>SM</sup> Municipal Services delivers superior parking services that bolster civic pride, while our well-managed operations boost net income. We help municipal agencies create training initiatives and promote minority contracting opportunities. We can even provide financing for city equipment purchases — another reason cities from coast to coast have made SP Plus<sup>SM</sup> Municipal Services the public face of parking.

*“When SP Plus<sup>SM</sup> Municipal Services came on board, we worked well together to meet the challenges of the transition period, even under somewhat difficult circumstances. Throughout the transition process, they were courteous to the departing contractor and judicious in implementing progressive changes.”*

*Fort Myers Redevelopment Agency*

**SP Plus<sup>SM</sup> Municipal Services, a division of Standard Parking, offers comprehensive services backed by the collective capabilities of an industry leader.**

## Comprehensive Capabilities

### Parking planning and management

#### System management

- > Studies and implementation
- > On- and off-street parking evaluation
- > Equipment procurement and financing
- > Operational and technology recommendations

We provide comprehensive parking system recommendations based on our market knowledge and industry expertise. For ongoing operations, our seasoned professional team ensures solid implementation of targeted improvements.

#### Parking facility planning

- > New facility design
- > Facility reconfiguration
- > Graphics/signage
- > Lighting/security
- > Automated traffic and revenue controls

At existing facilities, SP Plus<sup>SM</sup> Municipal Services can advise on layout redesign to ease crowding. For new facilities, we are available to consult on design, graphics, lighting, safety, signage, and automated traffic and revenue control equipment.

#### Parking facilities management

- > Facilities startup
- > Self-park operations
- > Cash-flow management
- > Revenue controls and equipment
- > Monthly parking/validation management
- > Pro forma projection of traffic volume
- > Pricing optimization/profit maximization
- > Event parking

SP Plus<sup>SM</sup> Municipal Services has a proven track record of reducing expenses, increasing revenues and enhancing customer service. Our high standards for appearance, maintenance, courtesy and safety help increase occupancy, while our transaction automation promotes consistent collections and reliable revenues.





### **Parking meter management**

- > Installation and maintenance
- > Collections and auditing
- > Key controls
- > Revenue and data tracking
- > New payment technologies

SP Plus<sup>SM</sup> Municipal Services uses best-in-class methods and technologies to enhance on- and off-street parking meter collections. We stay current with multi-space technology and with multi-payment meters that accept smart cards, credit cards and payment by phone. Our systems synch with next-generation meters that retain collection and auditing data, track meter-usage patterns and log violation information.



### **Parking enforcement**

- > Computerized ticketing
- > Parking patrol
- > Booting/immobilization
- > Towing and storage
- > Downtown Ambassador programs

Our well-trained personnel strictly enforce local parking codes and state statutes. At the same time, our employees receive intensive customer-service training to make them effective ambassadors for the city and its services.

### **Ticket processing and collection**

- > Computerized ticket management
- > DMV owner notification
- > Adjudication
- > Fine collection (including out-of-state)

Our state-of-the-art ticket processing methods use advanced technology, timely notification and industry-proven collection efforts to raise collection rates and increase revenue.

## **Transportation**

SP Plus<sup>SM</sup> Municipal Services works to provide efficient and reliable shuttle service for city facilities and visitor destinations. Our service incorporates the expertise of SP Plus<sup>SM</sup> Transportation, which manages a nationwide fleet of hundreds of shuttle vehicles that transport more than 20 million passengers a year.

## **Safety and security**

Committed to public safety, we ensure that our facilities are well-lit and our staff maintains a conspicuous, reassuring presence, patrolling facilities and providing vehicle escort services as needed. In selected markets, we provide more comprehensive services through SP Plus<sup>SM</sup> Security.

## **Maintenance**

We set meticulous standards for our facilities and maintain them through carefully developed, strictly enforced monitoring systems. SP Plus<sup>SM</sup> Maintenance offers more extensive services in some markets.

*"SP Plus<sup>SM</sup> Municipal Services' management staff provides excellent advice and recommendations relative to operational issues such as fee structures, signage, facility maintenance, hours of operation and enforcement. They understand customer service and how to handle a variety of situations."*

*City of Great Falls, Montana*

## Validated Systems

### Advanced technologies

SP Plus<sup>SM</sup> Municipal Services brings the latest parking technologies and techniques to the civic realm. We continually assess our clients' technology needs and advise on upgrades to increase revenues, reduce labor costs and enhance customer service.

### Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "Empower the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

### Client profit maximization

Sensitive to municipal budget constraints, we provide stringent revenue controls backed by the accounting and auditing procedures of a publicly traded company. We increase revenue and manage costs through transaction automation and secure collection systems. Volume purchasing saves our clients money, while electronic procurement streamlines invoicing and validates expenses. And with our Web-based Client View<sup>®</sup> system, agency administrators can securely download monthly financials and detailed backup reports at their convenience.





## Parking Amenities

### Staffing and training

Through careful hiring and conscientious training, SP Plus<sup>SM</sup> Municipal Services fields a team equally effective in enforcing collections and maintaining good public relations. Standard University<sup>SM</sup> offers employees ongoing instruction in customer service, emergency procedures and the latest municipal parking methodologies. To maximize efficiency, we use an automated workforce management system that streamlines scheduling, tracks time and lowers labor costs.

### Always seeking to improve the parking patron experience, SP Plus<sup>SM</sup> Municipal Services offers:

- > Books-To-Go<sup>®</sup> CD lending library
- > Films-To-Go<sup>®</sup> DVD lending library
- > On-site car wash services
- > Courtesy umbrellas
- > Complimentary vehicle assistance services
  - Tire inflation
  - Tire change
  - Battery jump start
  - Windshield cleaning



**SP Plus<sup>SM</sup> Municipal Services**

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