

CITY OF OAKLAND



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To: Finance and Management Committee  
Re: Off Street Parking Facilities Management

I am currently representing the City at the League of Cities meetings in Washington D.C., so am sending this Memorandum to comment on the selection of Douglas Parking, LLC as the firm selected to manage the City's 14 Off-street Parking Facilities.

I note that while Douglas Parking did clearly achieve the highest score, it did not fare so well in comparison with its competitors in the area of Qualifications and Prior Experience as well as Hiring, Operating, Training and Auditing Procedures.

With this in mind, I strongly suggest that if this contract is awarded, that performance standards be added to their Contract to evaluate Douglas Parking in addressing deficiencies in these two areas, such as:

- 1) the institution of a credit card system and other new technologies so that parking can be better tracked, facilities be utilized to produce revenue in off-hours, and patrons be better served,
- 2) a way to separate out monthly from hourly parkers as they leave a given garage, especially Clay street garage
- 3) general cleanliness and maintenance of the garages, including no smoking on the premises by Douglas employees
- 4) the use of attractive signage on garage walls to advertise specials and/or City events
- 5) other examples of current best practices Off-Street Parking Management performance measures.

Thank you,

Jean Quan  
Councilmember