



## Town of Green Mountain Falls

### Regular Board of Trustees Meeting Agenda

P.O. Box 524; 10615 Green Mountain Falls Road

Green Mountain Falls, CO 80819

Tuesday, May 4, 2021 at 7:00 p.m.

#### Online Meeting ONLY\*\*

Join the Zoom Meeting by clicking on the following link:

<https://us02web.zoom.us/j/86428758085?pwd=ZkVLamdUZGFHYmtML2FzZUtXSktZuZz09>

Meeting ID: 864 2875 8085      Passcode: 000264

To make a **public comment** please **pre-register** by 4pm on the day of the meeting via email: [clerk@gmfco.us](mailto:clerk@gmfco.us)

#### REGULAR MEETING:

TIME*		ITEM	DESIRED OUTCOME
7:00	1.	CALL TO ORDER / ROLL CALL / PLEDGE OF ALLEGIANCE	
7:00	2.	ADDITIONS, DELETIONS, OR CORRECTION TO THE AGENDA	
7:00	3.	PERSONS PRESENT NOT ON THE AGENDA: 3 MINUTES PER SPEAKER	
7:05	4.	CONSENT AGENDA a. Accounts Payable for April 2021 b. BOT Meeting Minutes from 4/6/2021	BOT Action Desired
7:10	5.	Police Officer Oath of Office	
7:20	6.	Managed Parking a. Managed Parking Staff Memo b. Interstate Parking Initial Proposal c. Interstate Parking, Park Green Mountain Falls Community Outreach Presentation: Jessica Hindmarch, Regional Director for Interstate Parking d. Consideration of Ordinance No. 2021-05 an Ordinance of the Board of Trustees of the Town of Green Mountain Falls adding a New article XV to the Green Mountain Falls Municipal Code Authorizing Special Code Enforcement of Town Parking Rules e. Parking Management Agreement	BOT Action Desired
8:00	7.	CORRESPONDENCE a. Press Release: Town Hall Opening After COVID Closures	Information Only
8:10	8.	REPORTS a. Trustee Reports b. Committee Reports c. FMC Update from Chair David Douglas d. Staff Reports	Information Only
8:30	9.	ADJOURN	

\*Please note: Times are approximate.

\*\*The Town shall provide reasonable accommodation for those with disabilities on a case by case basis. Please send accommodation requests to [clerk@gmfco.us](mailto:clerk@gmfco.us) by 4pm on the date of the meeting.

Town of Green Mountain Falls  
Vendor Invoices Journal  
April 15, 2021

Date	Reference	Entity Number	Name	Acct Number	Acct Name	Amount
1-00-00-2000 General-Accounts Payable						
03/24/2021	1042088	4riversequipmen	4 Rivers Equipment	1-70-02-5136	General-Public Works-Operations-Equipment - Repair and Service	1,093.19
03/24/2021	5872676037	COSpringUtil	Colorado Springs Utilities	1-60-03-5200	General-Pool-Utilities-Utilities - Electric	15.42
03/24/2021	6357261325	COSpringUtil	Colorado Springs Utilities	1-70-03-5200	General-Public Works-Utilities-Utilities - Electric	16.32
03/25/2021	9364097282	COSpringUtil	Colorado Springs Utilities	1-70-03-5206	General-Public Works-Utilities-Utilities - Electric - Street Lights	380.42
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5140	General-Public Works-Operations-Training - Certificates	100.00
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5136	General-Public Works-Operations-Equipment - Repair and Service	175.00
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5122	General-Public Works-Operations-Maintenance - Building	30.97
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5122	General-Public Works-Operations-Maintenance - Building	-16.99
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5136	General-Public Works-Operations-Equipment - Repair and Service	152.60
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5137	General-Public Works-Operations-Tools	36.00
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5125	General-Public Works-Operations-Maintenance - Vehicle	22.99
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5125	General-Public Works-Operations-Maintenance - Vehicle	19.99
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-02-5136	General-Public Works-Operations-Equipment - Repair and Service	80.00
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-20-02-5104	General-Interdepartmental-Operations-Fees - Software	14.99
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-20-02-5104	General-Interdepartmental-Operations-Fees - Software	20.99
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-10-03-5202	General-Administration-Utilities-Utilities - Telephone/Internet	6.00
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-10-03-5201	General-Administration-Utilities-Utilities - Natural Gas	126.16
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-70-03-5205	General-Public Works-Utilities-Utilities - Trash	116.85
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-20-02-5110	General-Interdepartmental-Operations-Services - IT	240.00
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-20-02-5104	General-Interdepartmental-Operations-Fees - Software	44.97
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-10-02-5129	General-Administration-Operations-Supplies - Office	0.73
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-10-02-5117	General-Administration-Operations-Publications - Code	68.81
03/28/2021	March Charges	UMBcardsvcs	UMB Card Services	1-10-02-5117	General-Administration-Operations-Publications - Code	73.94
03/30/2021	0041661	CEBT	CEBT	1-20-02-5107	General-Interdepartmental-Operations-Insurance - Property/Casualty Liability Premiums	4,720.00
03/31/2021	005	wilsonwilli0000	Wilson Williams LLP	1-20-02-5114	General-Interdepartmental-Operations-Services - Town Attorney	2,268.75
03/31/2021	2	Hoffman	Hoffman, Parker, Wilson & C;	1-20-02-5114	General-Interdepartmental-Operations-Services - Town Attorney	5,284.50
03/31/2021	51	Hoffman	Hoffman, Parker, Wilson & C;	1-20-02-5114	General-Interdepartmental-Operations-Services - Town Attorney	1,033.50
04/06/2021	17880	springsit	Springs IT	1-20-02-5110	General-Interdepartmental-Operations-Services - IT	187.50
04/08/2021	77895	chiefpetroleum	Chief Petroleum	1-70-02-5128	General-Public Works-Operations-Supplies - Fuel	1,163.27
04/10/2021	04102021	brianbundy0000	Brian Bundy	1-10-01-5002	General-Administration-Labor-Labor - Part Time	720.00
04/14/2021	0041890	CEBT	CEBT	1-20-02-5107	General-Interdepartmental-Operations-Insurance - Property/Casualty Liability Premiums	7,478.20
Total For 1-00-00-2000 General-Accounts Payable						25,675.07

\_\_\_\_\_  
Jane Newberry, Mayor

\_\_\_\_\_  
Angie Sprang, Town Manager

**TOWN OF GREEN MOUNTAIN FALLS**  
**Regular Board of Trustee Meeting**  
**April 6, 2020 – 7:00 P.M.**  
**MEETING MINUTES**

**Board Members Present**

Mayor Jane Newberry  
Trustee Margaret Peterson  
Trustee Katharine Guthrie  
Trustee Dyani Loo  
Trustee Chris Quinn

**Town Manager**

Angie Sprang

**Town Clerk**

Matt Gordon

**Administrative Assistant**

Not present

**Board Members Absent**

**Town Attorney**

Not present

**Public Works**

Not present

**Marshal's Dept.**

Virgil Hodges

**Planning Director**

Julia Simmons

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**1. Call to Order/Roll Call/Pledge of Allegiance**

Mayor called the meeting to order at 7:00pm

**2. Additions, Deletions, or Corrections to the Agenda**

Mayor Newberry requested to amend the agenda by adding Rep. Carver to the Agenda immediately following the Consent Agenda as well as reappointing for a citizen to a Citizens Advisory Council following Rep. Carver's agenda item. Mayor Newberry moved to approve the agenda as amended. Seconded by Trustee Loo. Motion passed unanimously.

**3. Persons Not Present on the Agenda**

(3 minutes given per speaker)

Planning Commission Chair Todd Dixon shared public comment. Resident Nancy Dixon shared public comment. Resident Mathews shared public comment. Resident Blasi shared public comment. Resident Smith shared public comment.

**4. Consent Agenda**

- a. Accounts Payable for March 2021**
- b. BOT Meeting Minutes from 3/2/2021**
- c. 2021 Fee Schedule**

Mayor Newberry moved to approve the Consent Agenda. Seconded by Trustee Guthrie. Motion passed unanimously.

**5. Colorado District 20 House Representative Terri Carver**

Rep. Carver provided an update on various grant opportunities related to wildfire mitigation efforts.

**6. Reappointment of Tyler Stevens to El Paso Community Development Advisory Board**

Mayor Newberry moved to reappoint Tyler Stevens to the El Paso Community Development Advisory. Seconded by Trustee Guthrie. Motion passed unanimously.

**7. Consideration of Resolution 2021-09, A Resolution of the Board of Trustees of the Town of Green Mountain Falls, Colorado Adopting a Memorial Bench and Brick Policy**

Mayor Newberry provided a brief background for this Resolution. Mayor Newberry moved to send Resolution 2021-09 to the Planning Commission. Seconded by Trustee Loo. Motion passed unanimously.

**8. Consideration of Resolution 2021-10, A Resolution of the Planning Commission of the Town of Green Mountain Falls, Colorado Recommending Approval of a Donation Agreement for a Granite Bench in Lake Park**

Mayor Newberry provided a background on the donation. Trustee Peterson moved to approve. Seconded by Mayor Newberry. Motion passed unanimously.

**9. Consideration of Grading and Erosion Control Plan GRA2021-03 for Development of Upper Turret Trail at 10325 W. US Hwy 24**

Planning Director Simmons provided a brief overview regarding the grading and erosion control plan. Mayor Newberry moved to approve. Seconded by Trustee Guthrie. Motion passed unanimously.

**10. Consideration of Grading and Erosion Control Plan GRA2021-04 for the Skyspace Art Installation at 10400 El Paso Avenue**

Planning Director Simmons again provided a brief overview regarding the grading and erosion control plan. Mayor Newberry moved to approve. Seconded by Trustee Peterson. Motion passed unanimously.

**11. Approval of Officers elected by the Fire Mitigation Committee: Vice Chair Nathan Scott**

Mayor Newberry moved to approve. Seconded by Trustee Guthrie. Motion passed unanimously.

**12. Temporary Trails Map**

Mayor Newberry began the conversation on temporary trails map discussing the history related to the development of the trails and how their development directs users of the trails to trespass on private property. Trustee Loo shared that both the PRT and Trail Ambassadors have been concerned with the lack of worthwhile maps and asked if it would be possible to create a map with the limitations as they are.

Parks, Recreation, and Trails Vice Chair Jay Kita provided commentary and a brief update regarding the various steps required in creating a proper trail map with the current limitations. Chair Kita went on to discuss the potential creation of a virtual trailhead off Maple St as a first step in creating a trails map.

Town Manager Sprang shared that CSU requested not to include info for trails crossing onto CSU property. Vice Chair Kita asked if featuring trailheads instead would work. Town Manager Sprang clarified that it would.

Vice Chair Kita then went on to show and describe a draft trails map that he has been working on with input from the PRT Committee and requested feedback from the BOT.

Trustee Peterson asked if our current maps have any info reflecting the property disputes currently happening. Vice Chair Kita shared a trails info page that featured a section called current conditions where Trustee Peterson's concerns could be addressed. Trustee Loo expressed that the maps could simply provide info of trailheads, facilities, and trail information.



Vice Chair Kita asked for guidance on what to include in the trails map. Trustee Loo expressed that the maps could simply provide info of trailheads, facilities, and trail information.

Trustee Guthrie asked who would maintain and update the current conditions. Vice Chair Kita speculated that members of the PRT or Town Staff would provide updates but also noted that formal discussion had not been completed with the PRT on who would provide current conditions updates.

Mayor Newberry suggested that PRT Committee continue working on creating a map and suggested that the PRT partner with the Town Manager in working with CSU in solving property disputes.

Resident Smith questioned how maps could avoid including disputed areas in the trails map. Town Manager Sprang provided clarification that Resident Smith would have to complete a survey and submit the data from the survey to the Town to properly solve the property dispute. Resident Smith shared additional concerns regarding an access road on his property. Town Manager Sprang requested to talk with Resident Smith offline.

### **13. Correspondence**

Town Clerk Gordon shared kudos to the Town and Nathan Scott for their work on the 2020 Census.

### **14. REPORTS**

Mayor Newberry asked Resident Jesse Stroope for an update regarding the Skyspace groundbreaking. Resident Stroope provided the date and time for the event.

Trustee Peterson shared a brief report opening with a thank you to the FMC and shared a thank you to residents for their support while she had been dealing with cancer.

PRT Committee Chair Jesse Stroope and Vice Chair Kita provided a quick report regarding the PRT Committee 2021 goals.

FMC Member Esch shared positive comments regarding FMC Vice Chair Nathan Scott and his mapping work and expressed that she supports the FMC and PRT working together collaboratively.

Mayor Newberry suggested reaching out to CUSP regarding fire mitigation and Colorado Parks and Wildlife.

Town Manager Sprang open her report with a thank you to the advisory boards and moved to pool staffing, planning staffing, roads funding, stimulus funding, and managed parking.

Town Clerk Gordon provided a report regarding fire mitigation work and money spent on Belvedere. Trustee Peterson asked about fire mitigation work on Hondo. Resident Blasi provided clarification in the chat.

FMC Chair Douglas shared the primary objectives of the FMC and offered to present the Hondo fire mitigation work at the next BOT meeting based on a presentation given at the previous FMC meeting.

Town Marshal shared a bit about an April Fool's joke he played on the Town regarding his fake resignation and expressed positivity regarding the proposals submitted for managed parking in GMF.

### **15. ADJOURNMENT**

Mayor Newberry adjourned the meeting at 8:58 PM.

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Matt Gordon, Town Clerk/Treasurer

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Jane Newberry, Town Mayor



## OATH OF OFFICE

STATE OF COLORADO )

EI PASO AND TELLER COUNTIES )

TOWN OF GREEN MOUNTAIN FALLS )

I, Sandoro Odzelli, do solemnly swear or affirm, that I will support the Constitution of the United States and of the State of Colorado; and the ordinances of the Town of Green Mountain Falls; and will faithfully perform the duties of the office of Police Officer.

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Sandoro Odzelli, Police Officer

### **ATTEST:**

Subscribed and sworn before me this 4<sup>th</sup> day of May 2021.

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Jane Newberry, Mayor



# Green Mountain Falls

COLORADO  
OFFICE OF THE TOWN MANAGER

10516 Green Mountain Falls Road  
PO Box 524  
Green Mountain Falls, CO 80819  
www.gmfco.us

To: GMF Board of Trustees  
From: Angie Sprang, Town Manager  
Date: 4 May 2021  
Re: Managed Parking

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## **Background/Discussion**

The Town of Green Mountain Falls has a long-standing reputation as one of the most delightful spots in the Rocky Mountains. Located eight miles west of Manitou Springs, the Town is known for its small-town mountain charm, scenic backdrop, and access to the world class outdoor recreational opportunities that abound throughout the region.

In 1887, W.J. Foster bought the Valley the Town sits in and built a summer resort in the area for tourists. Soon thereafter, the Colorado Midland Railway came through the valley and began bringing a steady stream of tourists seeking to explore the scenic beauty of the American West to the Town. In those days, a ten-cent ride bought an opportunity to spend a holiday in the Town's Hotel and Cottages, enjoying the cool mountain breezes while taking in the verdant countryside.

While the Colorado Midland stopped bringing visitors to Town in 1923 the reputation of Green Mountain Falls as a destination for tourists to soak in the picturesque beauty of the Rocky Mountains has persisted. Thousands of annual visitors come to experience the Town's amenities- the restaurants and shops, burgeoning art community, beautiful Lake and historic gazebo, and access to an extensive and beautiful Trail System.

During the high tourism season in the summer, the Town's approximately 250 public parking spaces have been filled to capacity with increasing regularity by users of the Town's trail system, and traffic congestion has increased as visitors circulate, looking for somewhere to park. Illegal parking in the Town Right of Way and on private property has become an increasing concern, and the Town has struggled with the increased burden on trash and public restroom facilities. This has also created a burden for Business Owners, as it has become increasingly difficult to find nearby parking on heavily congested days, causing would be customers to leave in search of other opportunities.

In the summer of 2020, these issues reached a flash point when the "Safer in the Great Outdoors" public health order went into effect. Under this order, individuals were encouraged to stay home as much as possible but were also encouraged to enjoy parks and open space while following social distancing guidelines. The previous issues that the Town had been experienced related to visitor traffic were instantly compounded with thousands of additional visitors looking to enjoy all the amenities that Green Mountain Falls has to offer.

In summer 2020, the pro bono services of Jon Cain, Consultant, were secured to conduct a Parking and Signage study resulting in the attached [Town of Green Mountain Falls 2021 Parking and Signage Study](#).

The Town along with the Consultant, engaged in extensive community outreach to gather Community input for the [Town of Green Mountain Falls 2021 Parking and Signage Study](#). A mailer requesting Public input was sent to every P.O. Box in Town, a Community Engagement Survey was open for 6 weeks to gather input from the Public. Community Forums were held to both inform the Community regarding options to manage our GMF Parking challenges together, answer questions, and gather Public Comments from the Community. The following is an outline of the project steps and timeline:

1. Initial meeting between Town Staff and Consultant (8.1.2020)
2. Letter to Initial Stakeholder Group (8.20.2020)
3. 1:1 Interview Process with Stakeholders (8.20.2020 – 9.25.2020)
4. Stakeholder Workshop (9.26.2020)
5. GOCO Resilient Communities Trails Grant Application (10.8.2020)
6. Community Mail Notice of Forum & Survey (12.5.2020)
7. Community Forum and BOT Presentation (12.15.2020)
8. Community Survey (12.5.2020-1.19.2021)
9. 1:1 Interviews with Survey Respondents (12.5.2020-Present)
10. Participant Engagement (12.5.2020-Present)
11. Trails Committee Meeting Presentation (1.25.2021)
12. Data Analysis (1.20.2020-2.01.2020)
13. Draft Plan Development & Alternative Policy Analysis (2.01.2020-2.10.2020)
14. 2nd Community Forum & Presentation and Recommendations to the BOT (2.16.2021)
15. Final Report (3.2.2021)
16. Request for Managed Parking Proposals (3.2021)
17. Review of Proposals & Contract Negotiation Stage (4.2021)
18. Staff Recommendations, Contract, and Project Rollout Presentation to the BOT (5.4.2021)
19. Program Rollout (Anticipated 5.2021)

On Tuesday, February 16, 2021, the Town Board of Trustees approved the managed parking recommendations of the Consultant. On Tuesday, March 2, 2021 the Town Board of Trustees discussed and addressed each of the “next steps” recommendations of the Consultant and collected community input on a draft/sample contract. The Town Board of Trustees requested that Town Staff collect Proposals for Managed Parking in Green Mountain Falls and negotiate a contract with a vendor selection that most closely meets the needs of our Town. All input from the Community, Consultant, and BOT was considered during the contract negotiation phase of the project.

#### **Executive Summary of the Parking Management Agreement:**

- Revenues 50/50 split – Interstate agreed to a 50/50 split, down from an initially proposed 70/30 split
- Two-year term (24-months)
- Town has final say on rates and hours of operation per section Four and Eight
- Insurance Certificate covered by Interstate will include \$2,000,000 Excess Liability Coverage of \$5,000,000 for the Town
- Interstate is responsible for all operating expenses and capex as stipulated in Exhibit A and B
  - outlined branding and "ParkGreenMountainFalls.com" all subject to Town approval in Exhibit C

In addition, Interstate Parking can get the Town’s tailored Managed Parking program completely up and running two weeks from signing/contract execution. With the proposed plan, Interstate Parking will be investing close to \$200k up front in kiosks, signage, LPR technologies, a vehicle, etc.

Like all our Municipal Operations, our goal is to create a win/win partnership between GMF and Interstate for years to come given the extent of up-front investment and staff’s long-term belief in the benefits Managed Parking will bring to our wonderful community.

#### **Recommendations/Conclusion**

Per the request of the Town Board of Trustees attached you will find: (1) Parking Management Agreement, and (2) Ordinance No. 2021-05 an Ordinance of the Board of Trustees of the Town of Green Mountain Falls adding a New article XV to the Green Mountain Falls Municipal Code Authorizing Special Code Enforcement of Town Parking Rules. These documents have been negotiated between the parties, and their respective attorneys. Attached are the final drafts. The presentation this evening is not a public contract negotiation, as that has already been done between

the parties and attorneys but is rather a presentation of what to expect during project roll out should the Board of Trustees approve execution of the final draft Managed Parking Agreement and Ordinance 2021-05 this evening.

Town Staff recommends the following motion:

**I move to approve the Parking Management Agreement, and Ordinance No. 2021-05 an Ordinance of the Board of Trustees of the Town of Green Mountain Falls adding a New article XV to the Green Mountain Falls Municipal Code Authorizing Special Code Enforcement of Town Parking Rules, as presented in this evening's packet.**

Town Staff would like to thank the Board of Trustees and the entire Community for participating in this project by providing input over these last ten (10) months, and for the opportunity to work on this project.

Respectfully Submitted,  
Angie Sprang  
Town Manager



**GREEN MOUNTAIN FALLS REQUEST FOR PROPOSALS PARKING MANAGEMENT  
INTERSTATE PARKING COMPANY OF COLORADO, LLC  
1630 MINER ST, STE 206, IDAHO SPRINGS, CO 80452**

PARK GREEN MOUNTAIN FALLS

COMMENT FORM



HAVE A GREAT DAY AND THANK YOU FOR PARKING WITH US!



**PARK  
GREEN MOUNTAIN FALLS**





You guys have been so freaking awesome!

Is there anywhere in Idaho Springs I can bring a thank you card and cookies for our local parking ambassadors?

Rachael



**TAP N EXPLORE**



**SCAN TO PAY**





## *Customer Service*

### — BRAND VALUES —

#### WHEN PARKING AT OUR LOCATIONS:

- 24 hour parking facility assistance
- Well maintained and inviting environment
- Informative and highly visible signage
- Modern and user-friendly technology
- Wide range of traditional and cutting-edge payment options

#### WHEN COMMUNICATING WITH US:

- Local customer service
- Same business day response and 24 hour issue resolution with no run around
- Modern communication options for contacting us
- Well trained, competent staff who take ownership in providing exceptional service
- Customized solutions for unique parking needs



March 2021  
Town of Green Mountain Falls  
Angie Sprang  
Town Manager

## The Interstate of Colorado Focus for the Town of Green Mountain Falls

Dear Angie,

Interstate Parking of Colorado is excited by the opportunity to partner with your Iconic Town!

We understand that our role in Green Mountain Falls is to create a seamless, fun and easy parking experience. Our goal is to work with the community to help further enhance the customer experience in GMF. What have we done in the past to accomplish this? We have created a tremendously talented and knowledgeable team of Town ambassadors equipped with the very best technologies fully committed to “wowing” our customers. This same team is excited to work with GMF.



We want to “wow” everyone; not just the visitors, but the entire Green Mountain Falls community. For example, we would love your opinion of wooden boxing our solar paneled kiosks and having a “community day” where the school kids from each class would come paint artwork on them! Interstate would provide the paint and hotdogs for everyone. We could make it fun and incorporate the entire community with judging by locals of which “class” is the winner. This would weave the whole Green Mountain Falls community into our green solution.

We would also like to implement a QR code that is similar to our tap n explore for parking payment, but this one opens directly to the trailhead map! See sample above.

Why has Interstate of Colorado been so successful in Mountain Towns?



- **Introducing a local website like ParkGreenMountainFalls.com subject to your approval** - An easy to use website, at our cost, that provides unending information about Green Mountain Falls that we can edit and update daily see BreckPark.com or ParkIdahoSorings.com
- **Constant communication with all departments** in Town from Planning, to PD to Public Works, to the Town office we are constantly working to ensure we are meeting the Town's stated goals
- **Our Local Customer Care Center** staffed by our mobility professionals available seven days a week during season to answer customer enquiries via a 1-800 number, widely available E mail address and our website
- Through our extensive training program outlined below- **smile, engage, help** we have created a team of parking ambassadors 50 strong who know our mountain communities and our innumerable technologies inside out
- **We embrace technology** and are constantly upgrading our lpr, vehicles, kiosks, app, permits and website to meet and exceed the ever-changing needs of our customers
- **In our remote environments** we have the local technicians who have the ability to service, install and do software upgrades on our 150 plus kiosks, the customized apps, websites and permitting programs. Our renowned asset protection renewal plan ensures we have no equipment downtime
- **Interstate of Colorado has created an awesome work environment** where many of our Customer Experience Managers listed below have grown with us and our Smile, Engage, Help training program outlined below over the last 3 plus years. We are committed to hiring and promoting from locals within our organization- Shelby Schwendeman, our General Manager, who started as an Ambassador and knows Town operations better than anyone is a great example. We regularly create team building events such as pontooning on Lake Dillon as a group and our upcoming season ending ski/tubing day where we will award our fifth and sixth Ambassadors of the Year voted on by their peers (previous winners pictured below)..
- **Our Proven, Green, Solar Powered Business Model** means a complete managed parking solution for the people of Green Mountain Falls. We understand that there is excess demand for your 250 parking spaces and we will create a complete solution with no upfront capital cost to the Town that will optimize the use of your available parking to meet the Town's needs. The Town will make all decisions on rates, signage, operating hours with our input and experience. Like we have done successfully in Idaho Springs.

We understand the importance of parking to the Town's greater mobility plan. We are committed to making parking a positive reflection on this wonderful Town. The commitment of our locally Owned team is to partner with this wonderful, progressive, Town for many years to come.

From the award of the Operation to going live, it will take us about 3 weeks to go live similar to our implementation success in Idaho Springs.



Yours truly,

*Gareth Lloyd*

Gareth James Lloyd – Executive Vice President and Operating Partner  
 Interstate Parking Company LLC of Colorado  
 1660 Wynkoop Street, Denver, CO 80202  
 (M) (720)646-0261 (E) [glloyd@interstateparking.com](mailto:glloyd@interstateparking.com)



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## COMPANY OVERVIEW

### Interstate Parking Company of Colorado, LLC

1610 Wynkoop St, Suite 600  
Denver, CO 80202  
[www.interstateparking.com](http://www.interstateparking.com)

#### Primary Contact:

Gareth James Lloyd  
720-646-0261  
[glloyd@interstateparking.com](mailto:glloyd@interstateparking.com)

Jessica Hindmarch  
720-582-2844  
[jhindmarch@interstateparking.com](mailto:jhindmarch@interstateparking.com)

Interstate Parking Company was formed in 2009 by experienced and entrepreneurial parking and real estate professionals including Douglas Hoskin, Tony Janowiec and Paul Schnettler with combined experience of over 75 years in the industry.



Interstate operates over 225 locations with approximately 66,000 stalls and over 350 employees including locations throughout Minnesota, Wisconsin, Indiana, North Dakota, Colorado, California, and Utah. Our principals own approximately 2 million square feet of commercial real estate throughout Minnesota and Wisconsin. Our rapid growth is due to our proven track record of substantially improving the customer experience after creating a complete, turnkey solution. We achieve these results by implementing customized state of the art on-site and back office technologies to create the most efficient, customer friendly parking operations possible.



In addition, our in-house real estate development company creates value through adaptive re-use and new construction developments in urban core areas. Our typical project profile focuses on mixed use, transit-oriented developments with high density public programming aimed at promoting vibrant, active downtown neighborhoods. Along with our management expertise, our combined management and development activities result in creating substantial value for our clients as we operate through the lens of real estate owners.

## Locally Owned and Operated with Major Resources

Interstate Parking of Colorado LLC was founded in the belief that we could be most competitive in the parking industry if we were able to combine the strengths of a small entrepreneurial parking company with the resources and fiscal integrity of a large national corporation. With growth from eight locations in 2009 to our current 225+ locations in our 11th year of operation, we believe we were right! Our challenge was easily reflected in the following simple matrix:

Type of Parking Company	Senior Mgmt/Ownership Attention to Daily Operations	Financial Stability, Resources, Accountability, Separation of Duties, Audit Integrity
		Audit Integrity
Small Locally Owned/Operated	Yes	No
Big National Company	No	Yes
<b>Interstate Parking</b>	<b>Yes!</b>	<b>Yes!</b>

### So, how did we do it and why do our parking customers and our clients benefit?

A major advantage for Interstate Parking's clients is our unique organizational structure that combines a small company's entrepreneurial operating approach with the fiscal integrity and financial resources of a major institutional grade corporation.

This means our clients and our daily parking customers benefit from superior local customer service, direct daily involvement by Interstate's owners and senior management that is typically lost in the organizational layers of our much larger national competitors. These benefits come without sacrificing the accountability and financial integrity that would otherwise be cost prohibitive for our other small local competitors.

How do we constantly achieve a positive first and last impression consistently in Mountain Towns?



Reliable, Updated information 24/7 + the very best technology + highly trained professionals

Interstate Parking Company has expertise in a wide range of parking operations for municipalities and other government entities. As it pertains to the Town of Green Mountain Falls the following are samples of our municipality references as well as some of our special event operations references.





- 24/7 Customer Service Custom website, retail customer service center (“the Breck Park Store at 311 N. Main”) and modern online chat, text, email, 24/7 local telephone and citywide VHF radio network customer response communication systems as pictured from a smartphone
- Technology implementation with fully automated parking throughout the entire system enabling credit card, Breck Park pay by phone app and electronic validation payments for local businesses for their customers throughout the entire parking enterprise fully integrated with the BreckPark.com website
- Full online automation of the residential, employee and business permit plan so that residents and businesses can easily activate their own parking 24/7 from their personal computer or mobile device as pictured above from a mobile phone screen shot
- Same business day response guarantee from our local, Breck Park on street ambassadors, full time customer solutions provider and the local management team
- Ongoing consultations with the Town on traffic management, a fully integrated mobility plan and the potential development and construction of parking garages through direct communications with parking consultants, CDOT and local developers

Fully integrated license plate recognition based, solar powered, technology that requires no paper- a green solution. Ticketless paid parking that communicates in real time with the Breck Park pay by phone app. Fully integrated compliance with all payment platforms communicating in real time to the LPR vehicle. The Breck Park license plate recognition vehicle collects constant, statistical data for space analysis and usage pattern understanding that allows Breckpark to create a parking solution that constantly evolves to meet the needs of the Town's greater mobility plan.

## CITY OF IDAHO SPRINGS

Mayor: Michael Hillman

Email: [mayor@idahosprings.com](mailto:mayor@idahosprings.com)

Address: City Hall 1711 Miner St, Idaho Springs, CO 80452

Telephone (303) 517-4777

Facility Details: 8 properties; 1,800 parking stalls, residential and employee permit parking

## SCOPE OF WORK

Interstate Parking has operated the City of Idaho Springs parking portfolio since April 2019 Prior to April, the City of Idaho Springs operated its parking enterprise internally through efforts from multiple Town departments including the Police, Public Works, and the Assistant Town Manager. As a result of the City's desire to enhance the customer service and efficiency of the municipal parking system and develop/construct new integrated parking facilities the City chose to





select a private parking management firm with a background in development and greater mobility plans. We were awarded the contract due to our highly successful, customized, local approach to developing a comprehensive parking system plan for Breckenridge's, Duluth's and Fargo's parking enterprise that has now culminated in what is now known as "Park Idaho Springs". [www.ParkIdahoSprings.com](http://www.ParkIdahoSprings.com) is the new public facing town-wide brand pictured for the Mountain Town parking experience created by Interstate.

We created the Park Idaho Springs brand and integrated the entire parking operation efficiently in a manner that created a seamless transition for our customers. Some of the achievements to date at Park Idaho Springs are as follows after only two months of operation:

- 24/7 Customer Service - Custom website, retail customer service center ("The Park Idaho Springs parking store on Miner") and modern online chat, text, email, 24/7 local telephone and citywide VHF radio network customer response communication systems as pictured from a smartphone
- Technology implementation with fully automated parking throughout the entire system enabling credit card, pay by phone app and electronic validation payments for local businesses for their customers throughout the entire parking enterprise fully integrated with [ParkIdahoSprings.com](http://ParkIdahoSprings.com) website
- Full online automation of the residential, employee and business permit plan so that residents and businesses can easily activate their own parking 24/7 from their personal computer or mobile device
- Same business day response guarantee from our local, on-street ambassadors, full time customer solutions provider and the local management team
- Ongoing consultations with the City on traffic management, a fully integrated mobility plan and the potential development and construction of parking garages through direct communications with parking consultants, CDOT and local developers
- Fully integrated license plate recognition based, solar powered, technology that requires no paper- a green solution. Ticketless paid parking that communicates in real time with the Park Idaho Springs pay by phone app. Fully integrated compliance with all payment platforms communicating in real time to the LPR vehicle. The Park Idaho Springs license plate recognition vehicle collects constant, statistical data for space analysis and usage pattern understanding that allows Park Idaho Springs to create a parking solution that constantly evolves to meet the needs of the City's greater mobility plan.

## CITY OF DULUTH

Contract Supervisor: Mark Bauer, Parking Manager

Email: [mbauer@duluthmn.gov](mailto:mbauer@duluthmn.gov)

Address: City Hall 411 West 1<sup>st</sup> Street Duluth, MN 55802

Phone: (218) 730-5178

Fax: (218) 730-5953

Facility Details: 26 Properties, 3,243 stalls



## SCOPE OF WORK

Interstate Parking has operated the City of Duluth's municipal parking portfolio since early 2012. Prior to 2012, the City of Duluth operated its parking enterprise internally through efforts from multiple city departments. As a result of the City's desire to enhance the customer service and efficiency of the municipal parking system, the City created a parking division and hired a private parking management firm through a competitive RFP process. We, along with the largest national parking operators, responded to the RFP and our company was awarded the contract with unanimous vote by the selection committee due to our highly customized approach to developing a comprehensive parking system plan for the City's parking enterprise that culminated in what is now known as "Duluth Parking", the new public facing city-wide brand for the municipal parking enterprise.

In partnership with the downtown business community and the City of Duluth, we created the Duluth Parking brand and re-built the parking operation from the ground up. Some of the achievements to date at Duluth Parking are as follows:

- Development of a 5-year strategic plan including guiding principles of the parking system
- Custom website, retail customer service center ("the Parking Store") and modern online chat, text, email, 24/7 local telephone and citywide VHF radio network customer response communication systems
- Modern technology implementation with fully automated parking throughout the entire system enabling credit card and electronic validation payments throughout the entire parking enterprise
- Online account management, bill pay and prepaid event parking
- Same business day response guarantee from local customer service agents and management team
- Vigorous community outreach including frequent parking/mobility public forums, face to face stakeholder meetings, online surveys and membership involvement in Chamber of Commerce, Visit Duluth, Greater Downtown Council and Canal Park Business Association



## CITY OF FARGO

Contract Supervisor: Mark Williams, Assistant Planning Director

Email: mwilliams@fargond.gov

Address: Planning and Development Office 200 3<sup>rd</sup> St N., Fargo, North Dakota 58102

Phone: (701) 241-1453

Fax: (701) 241-1526

Facility Details: 10 properties; 1534 off-street, 1622 on-street



## SCOPE OF WORK

Interstate Parking has operated the City of Fargo's municipal parking portfolio since January 2015. Prior to 2015, the City of Fargo contracted with a local private operator for many years. As a result of the City's desire to facilitate future economic development and enhance the utilization of customer service and efficiency of the municipal parking system, the City hired a private parking management firm through a competitive RFP process. We were awarded the contract by the selection committee due to our highly customized approach to developing a comprehensive parking system plan for the City's parking enterprise that culminated in what is now known as "Fargo Parking", the new public facing city-wide brand for the municipal parking enterprise. In 2016, we began to conduct enforcement of the downtown Fargo on-street, time zone restricted spaces. In partnership with the downtown business community and the City of Fargo, we created the Fargo Parking brand and re-built the parking operation from the ground up. Some of the achievements to date at Fargo Parking are as follows:

- Comprehensive community outreach including frequent parking/mobility public forums, face to face stakeholder meetings, online surveys, as well as communication and explanation of technology enhancements
- Developed and implemented a warning citation in the form of a full color parking guide complete with maps and event calendar
- Custom website ([www.FargoParking.com](http://www.FargoParking.com)), 24/7 local telephone and customer response communication systems, easy to use instructions and videos of technology and enforcement changes
- Modern technology implementation enabling credit card and electronic validation payments throughout the entire parking system
- Online account management, bill pay and prepaid event parking
- Same business day response guarantee from local customer service agents and management team
- Reduced labor costs while increasing facility occupancy and net revenue



## SPECIAL EVENT PARKING EXPERIENCE

At Interstate Parking, we believe a complete understanding and exploitation of special event parking is vital to the success of every parking facility. This success is driven by a comprehensive knowledge that event demand drivers for one facility vary from another. We have a strong history of providing complementary marketing strategies for many venues and events in all of our markets. The examples below highlight our ability to manage large events but we also operate event parking for many professional and collegiate sporting events in addition to concerts and tradeshows.

### WISCONSIN STATE FAIR PARK AND EXPOSITION CENTER

Our operation of the 6,500 space Wisconsin State Fair Park is a perfect example of a successful event venue. In addition to the annual Wisconsin State Fair, the park is also home to the oldest continuously operating motor speedway in the world, the Milwaukee Mile. In 2019, we parked over 100,000 vehicles during the 11 days of the State Fair!



## CITY OF DULUTH

While operating the City of Duluth, we service annual events such as Grandma's Marathon in addition to the ever popular Tall Ships. Tall Ships is a 3-day event which draws nearly 250,000 visitors to view the majestic ships of years past and represents the largest single event in the region's history. The event nearly triples the population of the City and as such, parking becomes a highly demanded product. Utilizing online event booking we are able to not only maximize revenue but also provide a convenient and efficient service for our customers.

## EVENT PARKING

In all of our downtown operations, we provide event parking for all area events including professional and amateur sports, theater districts and conventions. In our Minneapolis and Milwaukee operations, for example, we average over 250 event days per year affecting dozens of our parking assets. Our downtown event parking team consists of dedicated event managers and customer service ambassadors specifically trained for optimizing the event parking segment of our business. Utilizing direct sales relationships with the event venue as well as our pre-sale system is second to none and our locations achieve significantly higher utilization rates than those of our competitors as a result. Our experience includes direct relationships with:

- Minnesota Vikings, Wild, Timberwolves, Lynx, Twins and St. Paul Saints
- Hennepin Avenue Theater District
- Private Event Venues
- Milwaukee Bucks, Summerfest and Wisconsin Center (Conventions)
- University of Minnesota – Duluth Bulldogs
- University of Minnesota – Gophers
- Marquette University Athletics
- Snow Sculptures - Breckenridge, CO
- Main Street Closure - Breckenridge, CO
- 4th of July - Idaho Springs, CO
- 4th of July Parade - Breckenridge, CO
- Pedicabs - Idaho Springs, CO
- Colorado Rockies - Denver, CO
- Oktoberfest - Breckenridge, CO and Denver, CO
- St Patty's Day Parade - Denver, CO
- Summit County High School Graduation Parade - Breckenridge, CO



## QUALIFICATIONS

The following is our proposed management plan for the Town of Green Mountain Falls. Our team of locally trained experts will be responsible for all the key objectives for the campus. A major advantage for Interstate Parking's clients is our unique organizational structure that combines a small company's entrepreneurial operating approach with the fiscal integrity and financial resources of a major institutional grade corporation. Our senior management team takes a "hands-on" approach with the local team that is lost in the organizational layers of our larger national competitors.



### Gareth Lloyd

#### Operating Partner/Executive Vice President (Project Executive)

1992 – 1998	Imperial Parking, US & Canada
1998 – 2002	Interpark, Denver, Colorado
2002 – 2009	Parkway Corp, US & Canada
2009 – 2016	Precise Parkinlink/GoPark
2016 – Present	Interstate Parking Company of Colorado

In 2016 Gareth started Interstate Parking of Colorado LLC. We have grown to 75 locations in the Mountains using our proven business model of unrivaled customer service and user-friendly technologies. Our commitment is to create an "easy and fun" guest experience for the mobility plans in the fantastic mountain communities we are proud members of; such as Breckenridge, Idaho Springs, Keystone, Solitude, Denver and Northstar.

Gareth began his parking career 24 years ago for Imperial Parking in Toronto. After his quick succession to Operations Manager responsible for 110 locations, Gareth assumed the role of City Manager for Chicago where he oversaw the acquisition of a \$42 million parking asset. In 1998, Gareth joined Interpark and relocated to Denver. In his role as Market Officer in Denver, Gareth underwrote the purchase and operation of Mile High Parking and leveraged parking technology and targeted marketing to double Interpark's Denver portfolio.

In 2002, Gareth became the General Manager for Parkway in Toronto and New York State where his vision and embracement of technology resulted in extraordinary expense savings, revenue enhancements and staff retention earning him many accolades. In 2009, Gareth became the Vice President for Precise Parklink with over 600 locations across Canada. Gareth created, in conjunction with his respected industry partners, Interstate of Colorado in May 2016.

Gareth resides in Evergreen, Colorado with his wife Kristen and two kids John and Abigail.





## **Jessica Hindmarch**

### **Regional Director**

2007 – 2010 Republic Parking

2010 – 2014 Lanier Parking

2014 – 2016 Spring Branch Independent School District

2016 – Present Interstate Parking Company

Jessica joined the Interstate Parking team in January of 2016 from Houston, TX. She comes with a wealth of parking knowledge and experience running various hospital parking operations in the Texas Medical Center and the largest hospital valet operation-MD Anderson. She has also overseen a variety of operations which include- Valet Services, Municipalities, Mixed Use, Residential and Commercial parking.

In 2014, Jessica joined the Spring Branch Independent School district as the Purchasing Manager, responsible for district wide contract negotiations, bids and services. Under her leadership, the district received the 2014 TASBO Award of Merit for Purchasing and Operations with Recognized Status. Jessica holds a Bachelor's Degree of Science in Organizational Psychology from the University of Houston.

Jessica resides in Denver with her Goldendoodle, Rupert.



## **Shelby Schwendeman**

### **General Manager**

2012 - 2017 Montana State University, Bozeman, MT

2017 - 2018 Printing for Less, Livingston, MT

2018 Vail Resorts, Keystone, CO

2018 - 2019 Christy Sports Admin, Breckenridge, CO

2019 - Present Interstate Parking Company of Colorado, Breckenridge, CO

In the spring of 2017, Shelby graduated from Montana State University - Bozeman with a Bachelor of Science in Marketing, Management, and Entrepreneurship. After efforts to pursue a professional career in her hometown of Bozeman, MT, she moved to Breckenridge to start a new adventure in Colorado where she could continue her love for skiing and music in a new environment with hopes to find a job that best suited her.

The position of Customer Solutions Coordinator fell into Shelby's lap within a year of her new life in Colorado. Within three months with Interstate Parking, she was promoted to Customer Solutions Manager due to her excellent analytical, operations management, and customer service skill set. Less than one year in the new management roll, she applied for and was awarded the position of General Manager.

The position of General Manager allows Shelby's quantitative and analytical skills to integrate with her love for the Town of Breckenridge as well as all of what and who resides there. Her goals are to utilize the newest technologies to create an effortless mobile experience for all those in Breckenridge. Constantly thinking of new ideas to streamline efficiency, she takes into consideration the experiences and recommendations of both her colleagues and her peers.

Shelby loves all aspects Breckenridge has to offer and plans to spend a great amount of time here.



### **Dani Crain**

#### **Marketing Manager**

2008 -2009	University of New Mexico Foundation
2009 - 2012	Youth Fitness Foundation
2013-2018	Bonneville International
2018 - Present	Interstate Parking Company of Colorado

Dani joined the Interstate team in August of 2018. After nine years of experience in event planning she decided to make a career switch to parking. Dani brings a wealth of marketing experience from working in radio and events for over the past 10 years. She began her marketing and event career working for the University of

New Mexico Foundation overseeing the annual fundraiser that raised over \$2.2 million. She continued to work with her local community in New Mexico- overseeing all marketing and events for the Youth Fitness Foundations, deploying a youth fitness and nutrition program across 28 Albuquerque community centers.

After graduating college in 2012, Dani moved to Denver, CO where she began her career in Promotions and Events for Lincoln Financial Media which was later acquired by Bonneville International. Along with her love of marketing and events- in her spare time she serves as the Memberships and Marketing Communications Chair for Children's Hospital Colorado Young Professionals and a Senior Mentor for the Denver Rescue Mission Youth Mentor Program.

Dani resides in Denver with her husband Edgar and their Jackabee, Axl.



### **Xander Contreras**

#### **Customer Operations Manager**

2012 - 2014	Pharmacy Technician, Tumwater, WA
2014 - 2015	Parking attendant/Equipment Operator, Copper Mountain, CO
2015 - 2016	Parking Supervisor, Copper Mountain, CO
2016- 2018	Base Operations Foreman, Copper Mountain, CO
2018 - 2020	Customer Experience Manager, Interstate Parking, CO and CA
2020 - Present	Operations Manager, Interstate Parking, Breckenridge CO

Xander started his parking career when he moved to Copper Mountain Ski Resort in 2014. He started as a booth attendant and quickly moved into a year-round supervisor position by the end of his first winter season. By the end of his second winter season as a parking supervisor, Xander was able to start practicing and began honing in his operations and people management skills being involved in all sectors, from booth attendants to the highway crew and even the snow removal crew, learning, planning, and executing all daily operational goals and side projects on time and in given budget. By winter of 2016 Xander had assumed the role of Base Operations Foreman which was a special title and position created specifically for him at Copper Mountain. With this new position came much more responsibility and many larger projects which Xander continued to successfully execute for two more years until the winter of 2018 at Copper Mountain Ski Resort.

At the beginning of the winter season in 2018 Xander took a promotion in a new position as a Customer Experience Manager with Interstate Parking Company. With his experience from Copper Mountain, he was able to step into his new role and immediately start taking on large projects and successfully co-managing and executing the installation and continued operations for many prior and new locations of parking management for Breck Park. For the last three years Xander has been an integral part of the Breck Park family, he has been able to utilize all his parking knowledge to help continue to push the envelope on not only the front lines and in the field but on the back end as well. Through the years he has built incredible rapport with the locals, clients, and co-workers alike. Xander has led teams to multiple states and locations and has successfully implemented new locations and operations plans that are still in operation currently. This past winter season Xander received another promotion to Operations Manager where he continues to show up with his passion for the parking industry, ready to learn, teach and hone all his parking knowledge and skills as well as team building and team management.



**Louise Gericke**

**Customer Solutions Manager**

2007 - 2008 Central Michigan University, MI  
 2008 - 2010 Old Dominion University, VA  
 2010 - 2012 Associates in Emergency Care, VA  
 2013 - 2015 Manager - Lost Dog Cafe, VA  
 2015 - 2017 Assistant Manager - Breck Sports, CO  
 2017 - 2018 Bartender - Angel's Hollow, CO, Rock Bottom Brewery, CO  
 2019 - Present Interstate Parking Company, CO and UT

Louise graduated from Old Dominion University with a Bachelor of Science in Psychology in 2010 and earned her Paramedic Certification in 2012. Hiking the Appalachian Trail solidified her love for the great outdoors and set out to conquer the Colorado Trail and the Pacific Crest Trail through Oregon and Washington. She fell in love with Breckenridge while on the trail and moved to the mountains in 2015.

An Ambassador position with Breck Park was offered to Louise in March 2019. She became a Town Supervisor that summer and went on to be part of the Installation team that set up both Northstar in California and Solitude in Utah. In the winter of 2019/2020, Louise managed the new paid parking at Solitude Mountain. She acquired new networking skills by meeting CEOs and Managers of different resorts while trying to find new properties to expand the company's reach.

She accepted the position of Customer Solutions Manager in October 2020. This was an opportunity to learn new aspects of the business and expand her knowledge of the inner workings of Town and the Resort. It was also a step in the right direction to calling Breckenridge her long-term home.

Louise is excited to continue to grow with the company as well as strengthen the relationships formed by working closely with other individuals and entities. She wants to keep learning while getting to live in a place where she can explore the beauties of nature that are so vastly different from where she grew up in Namibia, Africa.





### **Igor Lisnyy**

#### **Customer Experience Manager**

2011 - 2014	Next Door Pub, Lake Geneva, WI
2014 - 2016	Dream Stream Cafe and Lounge, Fairplay, CO
2016 - 2018	Tile Marble Pros LLC, Alma, CO
2018 - Present	Interstate Parking, Breckenridge, CO

Igor was born in Ukraine and as a toddler immigrated to the states with his parents where he grew up in Lake Geneva, WI. Growing up in Wisconsin Igor fell in love with many outdoor and winter activities. In his younger years, he visited Colorado and knew immediately that Colorado was where he meant to be. After he graduated from high school, Igor moved to Summit County, Colorado.

Igor has held various leadership and management roles during his time in Colorado, but truly felt at home when he started his position at Interstate Parking. Over his years with Interstate, he has continued to take on larger responsibilities and leadership roles. Igor has top tier customer service and technical skills. He has an unmatched determination to strive for excellence. Igor is cross trained across all markets and is an expert in Town of Breckenridge operations.

Igor calls Colorado his forever home and is excited to see where his opportunity with Interstate Parking takes him.



### **Kyle Ottinger**

#### **Supervisor**

2006 - 2010	Belmont University, Nashville, TN
2010 - 2012	Third Way Center, Denver, CO
2012 - 2016	Summit County Communications, Summit County, CO
2016 - 2018	Frisco Police Department, Frisco, CO
2018 - 2019	Thermal Mechanics, Kansas City, KS
2019 - Present	Interstate Parking, Breckenridge, CO

Born and raised in St. Louis, Missouri, Kyle fell in love with Summit County at an early age on his family's annual ski trip. He attended Belmont University in Nashville, TN and received his Bachelor's in Business Administration before relocating to Colorado. Kyle's early career was as a mental health counselor for adolescents. He was able to create a positive impact in the community, while also forming a quality assurance committee.

Kyle then accepted a position with Summit County Government at the Communications Center, answering 911 calls and dispatching for local first responders. He was quickly promoted to Certified Training Officer, Quality Assurance Agent, and On-Call Supervisor. He maintains his relationships with the local first-response agencies, ensuring that

Breck Park ground operations are aligned with local emergency responses. Kyle then moved on to the role of Community Service Officer with the Frisco Police Department. Within this position he became intricately familiar with state and local laws regarding parking and traffic.

Kyle moved into the field of operations as an Operations Supervisor for a large heating and air conditioning distributor before accepting a position with Breck Park in 2019. Following his first season, he was promoted to Lot Supervisor where all of his experience is a great asset. Kyle looks forward to a lasting career with Breck Park and working with the entire community that serves our residents and visitors.



### **Jordan Kauffmann**

#### **Supervisor**

2014 – 2018 Colorado State University, Fort Collins, CO

2019 Brightview Landscape Development, Parker, CO

2019 – Present Interstate Parking Company of Colorado, Breckenridge, CO

Jordan graduated from Colorado State University in the winter of 2018 with a Bachelor of Science in Natural Resource Tourism. As a lover of the outdoors and Rocky Mountains, he made it his goal after graduating to find a good-fitting job in Summit County. Moving to Breckenridge in the fall of 2019 was a no-brainer for Jordan, being the place where he learned to snowboard 15 years ago. Jordan loves snowboarding, hiking, and everything Summit County has to offer.

Starting as a parking ambassador in the winter of 2019, Jordan showed his commitment and dedication and was given the promotion of Lot Supervisor for the 20-21 season. This role allows him to welcome new parking ambassadors and show them what our objectives and goals are as a team. Jordan embraces Interstate Parking's Values and is always a shining example of leadership and customer service.

Jordan is very happy to be working in the position he's in, and he plans to continue his career in Breckenridge for many years to come.



**Jim Haswell**  
**Customer Solutions Coordinator**

2002 - 2008	Vail Health Medical Center, Vail, CO
2009	Avalanche Physical Therapy, Frisco, CO
2010 - 2011	11 Mile State Park, Spinney Mountain, CO
2009 - 2014	Copper Mountain Clinic, Frisco, CO
2014 - 2015	Vail/Summit Ortho and Sports Medicine, Frisco, CO
2015 - 2018	GM: Organa Brands, Tumbleweed, Frisco CO
2019 - Present	Interstate Parking Company of Colorado, Breckenridge, CO

Jim moved to Colorado in October of 2002 and has called Colorado his home ever since. He is an experienced customer service representative across multiple industries who knows and understands the area like the back of his hand. He is dedicated to Breck Park and is proud to call the team his family.

Jim’s is great at de-escalating situations and demonstrating empathy. He is up to date on all rules/regulations and always follows through on situations as well as providing all possible solutions and outcomes. Jim goes above and beyond for our customers. He is responsible and accountable. Breck Park could not ask for a better “face” of our company by providing the best customer experience possible for customers via phone, email, or in person.

Jim enjoys the people he meets in Colorado just as much as he enjoys the outdoor adventures it offers. He cannot picture himself living anywhere else but here.



**Tony Janowiec**  
**President & CEO**

1998 – 2005	Imperial Parking, US
2009 – Current	Interstate Parking Company

Tony began his parking centric real estate career over 19 years ago as a valet while attending college. He continued his parking career, rising through the ranks, with a national management company for nine years. In late 2005, Tony left the parking industry and developed a new biofuel technology company for several years. In late 2009, Tony returned to real estate and formed Interstate Parking Company in Milwaukee, Wisconsin. Under Tony’s leadership, Interstate Parking rapidly expanded

throughout the upper Midwest including several Midwestern markets including Denver, Breckenridge, Minneapolis/St. Paul, Fargo, Duluth, Milwaukee and Indianapolis.

Tony is experienced in a wide spectrum of parking asset ownership and development including mixed use shared parking, hospitality and healthcare sectors, large scale event venues and central business district operations. He is an expert in the renovation and long-term deferred maintenance of parking assets as well as the development, underwriting, financing and construction of existing and new projects.

In addition to his involvement at Interstate Parking, Tony is a founder of Interstate Development Partners, a value-add urban redevelopment real estate investment firm where he currently serves as President and Chief

Manager. Through Interstate Development Partners, Tony is actively involved in the mixed-use development of over \$200 million of community focused urban repurposing and new construction projects in Minneapolis and Milwaukee.

Tony is originally from Minnesota and graduated from the Carlson School of Management at the University of Minnesota majoring in Entrepreneurial Management. He currently resides in Milwaukee, Wisconsin with his wife Abby and their two children Katy and Will.



### **Paul Schnettler**

#### **Chief Operating Officer**

1989 – 2001	Imperial Parking, US
2001 – 2010	President/Principal - Premier Parking
2010 – Present	Principal – Interstate Parking

Paul Schnettler began his parking career in 1989 as a garage manager and ascended through several leadership positions with a national firm before starting his own company, Premier Parking in 2001. Under Paul's leadership and commitment to delivering quality over quantity, Paul grew Premier Parking to one of the largest operations in the Twin Cities marketplace. Paul is experienced in all types of parking operations including large scale event parking, municipal on-street and off-street, airport, residential, hospitality, healthcare and central business district multi-level parking structures. Paul is considered an industry expert in the areas of parking technology. In 2010, Paul became a partner at Interstate Parking through the merger of Premier Parking and Interstate Parking and is a founder of Interstate Development Partners. Paul serves as Executive Vice President and Partner for both companies.

Paul is the former President of the Minnesota Association of Parking Professionals; is a member of the Minneapolis Downtown Council; several Building Owners and Managers Association (BOMA); St. Paul and MN Chambers of Commerce; National Parking Association; and several others.



### **Chuck Stadler**

#### **Executive Vice President & Chief Financial Officer**

Chuck Stadler joined Interstate Parking in 2018 as the Chief Financial Officer and Executive Vice President. In this role, Chuck leads the organization's accounting, information systems, human resources and risk management functions.

Chuck served as an executive at the country's largest Goodwill prior to Interstate Parking. During his time at Goodwill Industries of Southeastern Wisconsin, Chuck held multiple roles including Chief Operating Officer and Chief Financial Officer. His real estate insights resulted in the addition of over 50 retail and donation centers. Plus, Chuck launched multiple social enterprises and helped expand the organization's revenue to over \$300 million during his tenure.

Chuck started his career at Arthur Andersen and spent more than 11 years in the assurance and advisory division as a Certified Public Accountant. He provided audit, consulting and accounting outsourcing expertise to professional service, manufacturing, distribution and financial market organizations. Chuck graduated from University of

Wisconsin - Whitewater with a Bachelor of Business Administration degree majoring in Accounting. He received a Master of Business Administration from the University of Wisconsin – Milwaukee.

In addition to his professional career, Chuck has been engaged with multiple civic organizations, including serving on the board of directors for First Nonprofit Insurance Companies, St. Elizabeth Ann Seton Parish Council, ANSI-ASQ National Accreditation Council, and Education Foundation of New Berlin.

Chuck and his wife Ann currently live in New Berlin, Wisconsin, with their two daughters.



**John Allain**

#### **Director of Human Resources**

John joined the Interstate Parking family in 2019 as the Director of Human Resources after working in a similar capacity for more than 15 years at several Milwaukee-area real estate development and property management firms including Continental Properties, Colliers International | Wisconsin, and Fiduciary Real Estate Development.

In addition to a commitment to finding balance between employee and employer needs, and a passion for system redesign and process improvement, John brings experience across the full human resource function. This includes talent acquisition, performance and talent management, training and development, succession planning, compensation and benefits, culture, and employer branding.

John began his career as a retail site analyst and, as a certified human resources professional (SPHR, SHRM-SCP), is able to tap into a wide variety of professional experiences including comprehensive land use planner, grant writer, community development educator, and marketing director.

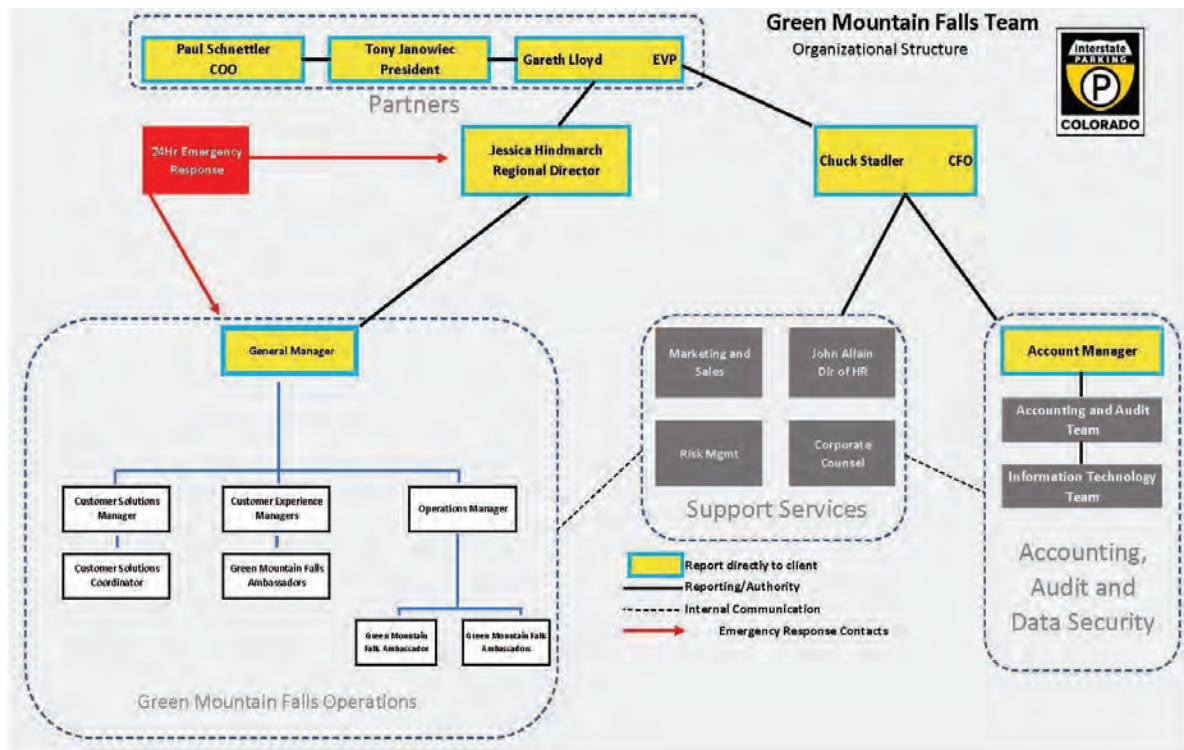
John and his wife Jo Ann live in Caledonia and have two adult sons (Zack and Josh) who are almost entirely off the family payroll.

### **MOUNTAIN AMBASSADOR TEAM**









## STATEMENT OF PROJECT UNDERSTANDING | GREEN MOUNTAIN FALLS STRATEGIC PLAN

We recognize that parking is a gateway to the town of Green Mountain Falls town experience (often the first and last experience for visitors) and our proposed management services focus on implementing proven technologies and operating methodologies to leverage downtown economics vibrancy and provide exceptional, friendly service to Green Mountain Falls residents, workers and visitors. Our goal is to fully integrate parking for the town and the numerous businesses to create a flawless enjoyable parking experience while maintaining the authentic look and feel of the Town. We want to ensure that every parking space in Town is optimized to meet your needs.

Through our success and experience in operating the Town of Breckenridge, the City of Duluth's off-street parking system, Idaho Springs on and off street parking and our Development and Consulting work with the City of Fargo, we recognize the critical role public parking plays in the downtown economy we take great pride in further enhancing the parking operation for the town of Green Mountain Falls. Each municipality is unique and we view ourselves as a partner to the town of Green Mountain Falls and see the parking operation as an opportunity to help the town continue to reach and exceed its goals. The bar is already set very high, we want to push it further. Our understanding of the requirements of the RFP, our on-site review of the town's parking assets and experience in community outreach lead us to believe we are the perfect partner for Green Mountain Falls. Including our in-depth review of Green Mountain Falls parking study we believe by implementing our green solar technology, our easy Tap N Explore QR and through highly visible dynamic wayfinding through website and signage we will be able to provide an effective solution to alleviate congestion within the town of Green Mountain Falls.

## SIGNAGE: COHESIVE AND RECOGNIZABLE BRANDING THROUGHOUT ALL OUTLETS

Our proven full signage and branding package implementation provides customers a cohesive and easily recognizable customer experience. We understand that our signage and branding is one of the first, last, and everywhere in between customer experiences in Green Mountain Falls. We will ensure customers are satisfied with their effortless parking experience and ultimately with the beautiful town of Green Mountain Falls all at our cost subject to your approval.





## CONTACTLESS PAYMENT TECHNOLOGY - TAP N EXPLORE



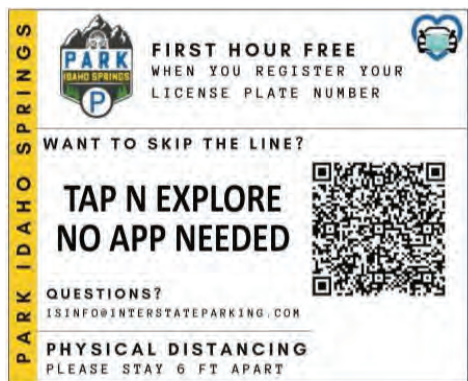
In addition to pay by phone technology, we have recently introduced “Tap & Explore” technology into our portfolios. We propose to promote our technology to support the trend to contactless payment options.

- With marketing and community outreach we have had a **70% adoption rate**
- We believe that within the next 5 to 10 years, electronic parking meters will be almost non-existent
- Our technology is geared to adapt to changing consumer behavior well in advance of this reality occurring.

## MOBILE ENFORCEMENT TECHNOLOGY SOLUTION

Ambassadors are trained professionals with multiple enforcement technologies.

- Ability to attach high resolution pictures to citation file and prints directly on citation
- Smartphone based mobile app- and Bluetooth printer result in low cost of up-front equipment purchase
- Used throughout Interstate Parking portfolio
- Proven in many municipality and ski industry parking operations
- Access to real-time payment and permit information
- Online adjudication module integrated within proposed website
- Ability to access parker and permit history





## MOBILE COMPLIANCE TECHNOLOGY SOLUTION

Ambassadors are trained professionals with multiple enforcement technologies.

- Ability to attach high resolution pictures to citation file and prints directly on citation
- Smartphone based mobile app- and Bluetooth printer result in low cost
- of up-front equipment purchase
- Used throughout Interstate Parking portfolio
- Proven in many municipality and ski industry parking operations
- Access to real-time payment and permit information
- Online adjudication module integrated within proposed website
- Ability to access parker and permit history

## COMPLIANCE THROUGH AMBASSADOR EYES

Unique to other parking operators, Interstate is the only one that has an in-house marketing team. Our main objective is to develop programs to maximize customer and user satisfaction. We understand that each location has its own set of challenges it must overcome. Interstate conducts a 360-degree review, from the consumer's perspective, to identify problems and solutions to enhance the overall experience. Areas we evaluate include:



- Wayfinding solutions
- Clear & concise messaging
- Congestion points
- Ease of payment processing
- Overall safety
- Ease of operations and adjustments

## Customer Service

### — BRAND VALUES —

#### WHEN PARKING AT OUR LOCATIONS:

- 24 hour parking facility assistance
- Well maintained and inviting environment
- Informative and highly visible signage
- Modern and user-friendly technology
- Wide range of traditional and cutting-edge payment options

#### WHEN COMMUNICATING WITH US:

- Local customer service
- Same business day response and 24 hour issue resolution with no run around
- Modern communication options for contacting us
- Well trained, competent staff who take ownership in providing exceptional service
- Customized solutions for unique parking needs

## PARK GREEN MOUNTAIN FALLS FOCUS

### TIMELINE AND ACCOMPLISHMENTS, FUTURE ENDEAVOURS

We recognize that parking is a gateway to the Town of Green Mountain Falls overall experience (often the first and last experience for visitors) and our proposed management services focus on the implementation of proven technologies and operating methodologies to leverage downtown economic vibrancy and provide exceptional, friendly service to Green Mountain Falls residents, workers and visitors. Our goal is to fully integrate parking for the Town, locals and the numerous businesses to create an “optimal parking experience” for everyone.

Through our success and experience in operating the Town of Breckenridge, Idaho Springs on and off street parking, the City of Duluth’s off-street parking system, land our Development and Consulting work with the City of Fargo, we recognize the critical role public parking plays in the downtown economy we take great pride in further enhancing the parking operation for the Town of Green Mountain Falls. Each municipality is unique and we view ourselves as a partner to the Town of Green Mountain Falls and see the parking operation as an opportunity to help the Town continue to reach and exceed its goals. The bar is already very high, we want to push it further. Our understanding of the requirements of the RFP, our on-site review of the Town’s parking assets and experience in community outreach lead us to believe we are the perfect partner for Green Mountain Falls. Including our in-depth review of Green Mountain Falls parking study we believe the following summarizes the goals for the Town’s parking operation:

**Create a truly integrated and vibrant Downtown where the transition from Downtown to the Hiking Trails is seamless-**

**Synchronization between On-Street and Off-Street Parking and Private Parking –** We propose to implement highly visible dynamic wayfinding through our proposed website, signage and the app to direct the public to available space quickly and efficiently at all times.



**Maximize Public Appeal-** Our friendly uniformed Town Ambassadors are always available for customer assistance and together with our recommendations for a dedicated Green Mountain Falls parking website, “Park Green Mountain Falls” and variety of communication options (web, email, telephone, text, online chat and in-person), we will continue to enhance the customer appeal for the parking operation.

**Exemplary Customer Service** – Our commitment to capable, local customer service and same day response policy guarantees unparalleled levels of customer service 24 hours a day.

**Optimize Customer Service through Technology and Improved Parking Alternatives-** Given our constant involvement in the business we are constantly looking to find the best technologies. Given our understanding of development and the intricacies of the parking business we will constantly strive to make parking in the entire Town integrated with the goal of creating an optimal experience.

**Rigorous Financial ControlsR** – Our significant depth in back office accountability services and public audit experience is a perfect solution for providing the financial controls required by a sophisticated organization such as the Town of Green Mountain Falls.

**Community Outreach & Enforcement-** The intent of the parking ambassador enforcement program is to provide exceptional customer service and community outreach. The Parking Ambassadors provide enforcement to promote public compliance of the parking restrictions with the goal of realizing enhanced utilization, increased revenue, optimized parking mix and adequate availability for multiple customer groups.

**Our Parking Enforcement Philosophy, in order of importance, is:**

1. Customer Service and Community Outreach
2. Enforcement of City parking restrictions
3. Discourage repeat offenders
4. Efficient enforcement scheduling

**Parking Ambassador Unique Branding** - Parking Field Ambassadors are visible members of the Interstate Parking team and their presence and actions at street level are a direct representation of our brand. As a result of their important role all Parking Field Ambassadors employed by Interstate Parking receive extensive training not only on parking options, customer service, conflict mitigation, preventative maintenance on revenue control equipment, traffic control and direction assistance but also the importance of knowing the area they are patrolling. To ensure the highest level of customer service-for example we worked with local officials to train our Idaho Springs Parking Ambassadors on being able to give accurate restaurant recommendations, directions current events and suggestions on local activities.

## NEW PROJECTS AND SOLUTION RECOMMENDATIONS

### CUSTOMIZED WEBSITE | WAYFINDING SIGNAGE

The successful implementation of a managed parking system relies hugely on communication and exposure of information. Our goal is to create a unified brand for the Town's parking system that represents a standardized suite of customer service features and parking policies expected throughout the town. Our team would work closely with the town of Green Mountain Falls to create and deploy effective, easy to understand signage and websites. We understand the importance of having easy access to valuable parking information at your fingertips! Customized websites would feature information such as, Trail Maps, FAQ, parking information and visitor guide. Please visit our FAQ and Parking Basics page for examples at [www.parkidahosprings.com/faq](http://www.parkidahosprings.com/faq). Customized branding would be per the town's approval. All customized branding will be per towns approval as we understand the importance of keeping the authentic feel and look of Green Mountain Falls.

### RECOMMENDATION | RESIDENTIAL PERMITS and PARKING ZONES

We understand that Residential parking in Green Mountain Falls is highly impacted by visitors during peak days. With implementing residential parking "Zones" this ensures that residents of Green Mountain Falls are priority, and that they always have a parking spot in front of or near their home. Digital permits can be issued to residents of Green Mountain Falls to keep the residential parking area protected and available to residents of Green Mountain Falls subject to your approval.



**PARKING PERMITS**

**RESIDENTIAL PERMITS**

**EMPLOYEE PERMITS**

**VISITOR PERMITS**

**APPLICATION FORM**

**PARKING PERMIT INFORMATION:**

There are several types of parking permits within Idaho Springs. To learn about which permit is best for you, click the links for [Residential](#), [Employee](#), or [Visitor](#). You will need to fill out an online application form and submit the appropriate documentation in order to receive your parking permit for Residential or Employee permits.

**\*You will not receive a physical permit. Your license plate will be registered in our database and you'll be good to go! Simple.**

**\* Must provide proof of residency or employment.**

### PARK GREEN MOUNTAIN FALLS | STATE-OF-THE-ART TECHNOLOGY SOLUTIONS

Interstate of Colorado will pay for the upfront capital cost of ALL state-of-the art equipment and technology implemented in Green Mountain Falls Operations. At Interstate, we want parking to be the last thing people must worry about- we excel at making the parking experience EASY-EFFICIENT-FUN!

#### TECHNOLOGY OVERVIEW:

- Integrate Green eco friendly solar smart stations
- Interactive website
- Contactless payment solutions
- License Plate Recognition Technology



## ENHANCING TECHNOLOGY

- Integrate and create strong partnerships with third party solutions that help provide an effortless and positive customer experience
  - Green Mountain Falls Parking App - known throughout
  - Solar Kiosks- Ambassador Team understands how to update, fix, and order parts for meters to ensure they are back up and running as soon as possible for customer use
- Citation Management on customized website accessible 24/7
- Citation Management and Application on customized website accessible 24/7
- ParkGreenMountainFalls.com will be an interactive website that incorporates all parking and transportations aspects of Green Mountain Falls resulting in a “one stop shop” for customers.
  - Permits
  - Appeals
  - Payments
  - Parking Basics and Information
  - Merchant Services
- Open Space Counting and Recording
- Reporting and analysis

## PAY BY LICENSE PLATE NUMBER

Our solutions thrive on our advanced license plate registration model. This system provides customers with a simple way to pay for parking. It also allows for a more technical enforcement system that includes the following benefits:

- Customers do not have to return to the vehicle to display a receipt, saving time and frustration
- Customers can pay from any location - even on the hiking trails!
- Citation writing errors and patrol times are greatly reduced
- Eliminates ‘pass back’ on surface lots with shared receipts
- Integrates in real time with the ambassadors smartphone
  - It allows paid plates, permits, and approval/denial lists to be visible to the patroller in real time
- Monthly Parking license plates can be uploaded into the system, allowing the patroller a full list of valid vehicles in real time
- Reporting: The ability for the Customer Care Team and management to run reports and find out additional information about parkers and parker history.

## EASY TO USE SOLAR POWERED DIGITAL SMART METERS

Interstate of Colorado utilizes solar parking meters as one of multiple options for a customer to pay for parking a few quick and easy steps. Our payment system utilizes solar power technology to empower guests to pay via license plate number.

## SOLAR POWER KIOSK FEATURES:

- Display of rules/regulations of the lot
- Display of rates
- Welcome Screen
- Transaction process explained step by step

## BACKOFFICE FEATURES:

- Reporting
- Rate Updates
- Information and Screen Updates
- Tracking
- Refunds.

## TAP N EXPLORE

Our Tap N Explore Program allows visitors to scan and pay with no application download. A fully customized website will allow visitors of Green Mountain Falls to pay for parking and look up trailhead maps (see example above).

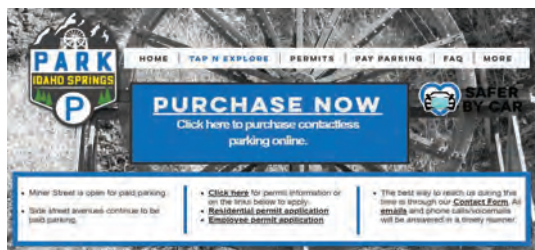
## COMMUNICATION WITH PARKGREENMOUNTAINFALLS.COM

Real time updates which communicate directly with the Green Mountain Falls custom website. Citations become immediately available for payment or appeals.

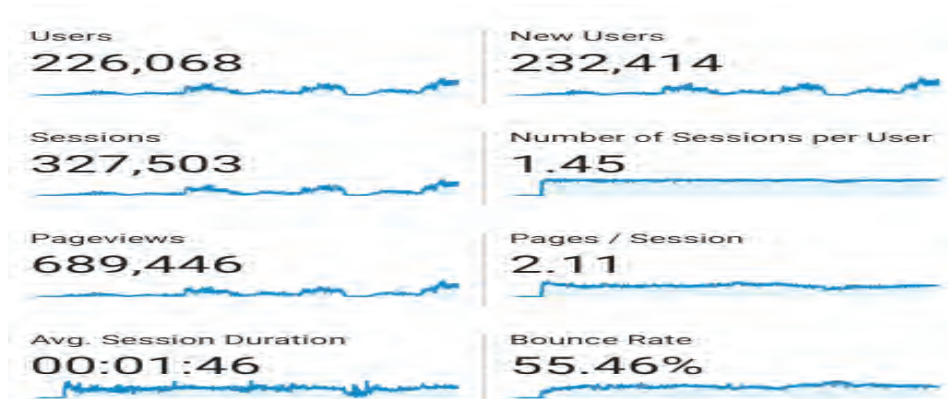
Our advanced technology provides the following:

- Efficient and Easy to Use
- Seamless Customer Experience
- Continuously update in real time and provide analytical data
- Uniform and cohesive experience throughout the Town of Green Mountain Falls
- Approved and tested by Interstate Parking, approved and recommended for the Town of Green Mountain Falls residents and visitors

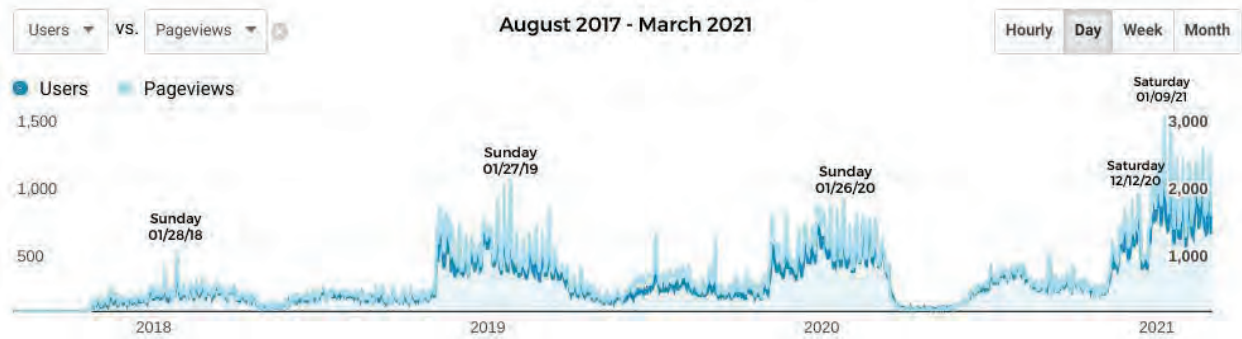
## WEBSITE ANALYTICS REPORTING



Interstate Parking of Colorado tracks all relevant statistical information related to all parking facilities. These reports are generated and carefully composed to provide valuable statistics for city officials. Transaction reports, zip code reports, compliance and app usage reports help us study parking trends and metrics so Interstate along side of the town of Green Mountain Falls can make proper adjustments to the parking management program as they see fit.



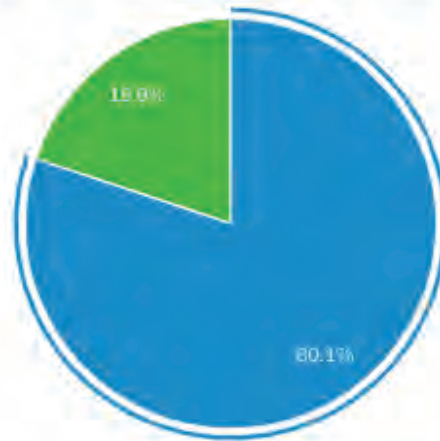
## NUMBER OF USERS VS PAGE VIEWS



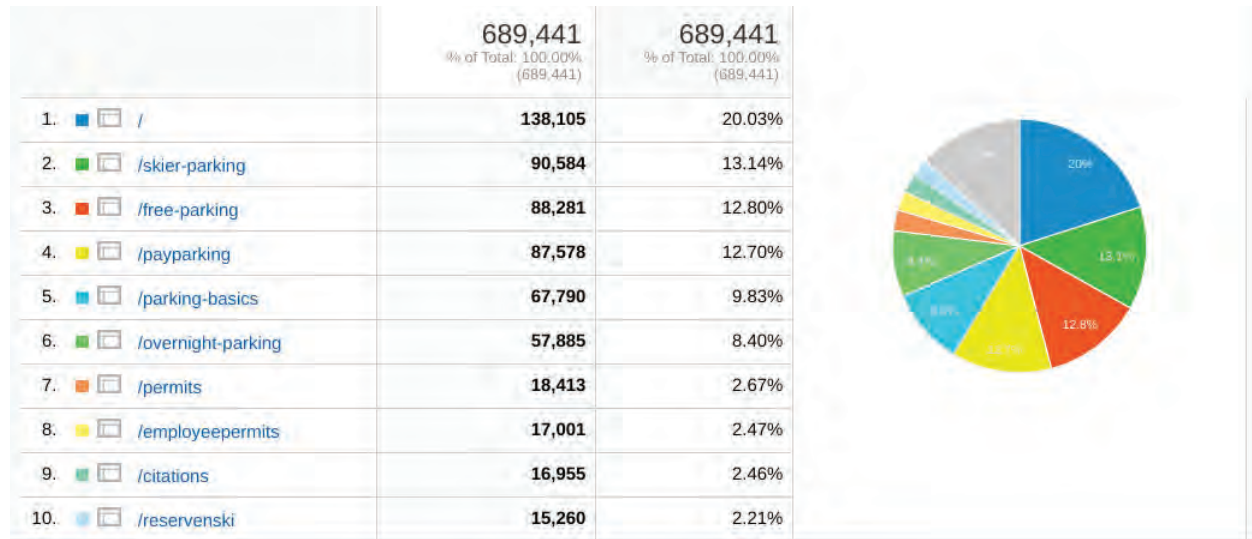
TOTAL PAGE VIEWS SINCE  
\* BOUNCE RATE = 1 page

■ New Visitor ■ Returning Visitor










SITE LAUNCH : 689,446  
visits



## TOP 10 PAGE VISITS BY VISIT PERCENTAGE AND TOTAL VISIT NUMBER



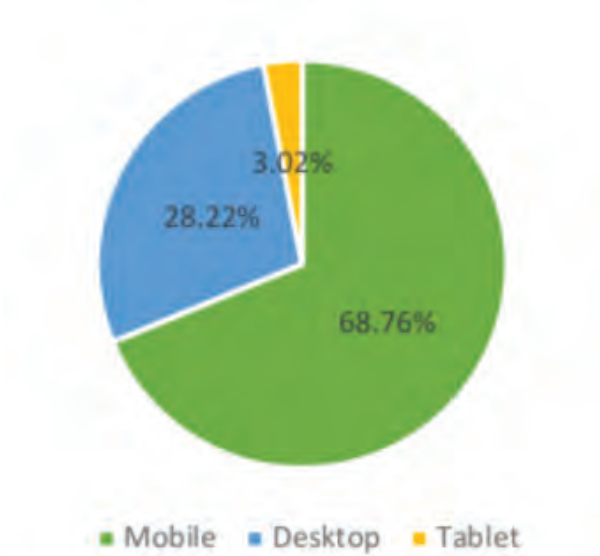
## TOP USERS BY COUNTRY

Country	Users	% Users
1.  United States	223,258	98.35%
2.  Canada	432	0.19%
3.  United Kingdom	426	0.19%
4.  France	363	0.16%
5. (not set)	223	0.10%
6.  Mexico	222	0.10%
7.  Germany	161	0.07%
8.  Brazil	158	0.07%
9.  Australia	147	0.06%
10.  India	123	0.05%

## TOP USERS BY CITY

City	Users	% Users
1. <a href="#">Denver</a>	79,411	31.31%
2. <a href="#">Breckenridge</a>	45,812	18.06%
3. <a href="#">Dallas</a>	29,537	11.65%
4. <a href="#">Colorado Springs</a>	7,268	2.87%
5. <a href="#">(not set)</a>	6,798	2.68%
6. <a href="#">Chicago</a>	3,437	1.36%
7. <a href="#">Boulder</a>	2,846	1.12%
8. <a href="#">Aurora</a>	2,700	1.06%
9. <a href="#">Frisco</a>	2,628	1.04%
10. <a href="#">Lakewood</a>	2,267	0.89%

## USER DEVICE BREAKDOWN



All analytics are tracked and will be included in monthly reporting to the Town of Green Mountain Falls.





### **VARIABLE MESSAGE SIGN (VMS) OPERATIONS IN BRECKENRIDGE**

We understand and control the messaging on two separate VSM Signs on Park Ave. Signs include Northbound and Southbound on HWY 9 in Breckenridge. We comply with all CDOT rules and regulations. We will work actively with the Town and CDOT to enhance the current directions via digital signage of available parking.

We could provide the same solution to you to direct customers to parking or the nearest trailhead subject to your approval.

### **CUSTOMER CARE TEAM | FRIENDLY BRANDED AMBASSADORS ENGAGING CUSTOMER EXPERIENCE**

Our Customer Care Service provides a 24 hour customer experience. The Customer Care Team can provide insight and assist on all parking in Green Mountain Falls as well favorite shops, restaurants, events, and outdoor activities. Smile, Engage, Help. is a constant with our Customer Care Team.

Our Ambassadors are required to obtain 48 hours of operational and customer service training to ensure the best customer experience possible. All employees provide additional value to customers by being able to provide best local tips, ex: best happy hour or best hiking trail! All employees are provided with a training manual as well as a

“Park Green Mountain Cheat Sheet” to assist visitors in each lot/location. Our Ambassadors ensure they are always portraying our company motto: Smile, Engage, Help.

## **PARKING AMBASSADOR CUSTOMER SERVICE APPROACH RESPONSIBILITIES AND PROCEDURES**

At Interstate Parking, we strive to provide the best guest experience possible! We understand that parking can be a stressful time for some. As a Parking Ambassador, our job is to make the parking process smooth and user friendly. When approaching a guest we follow three simple steps:

1. **SMILE** when approaching a guest
2. Actively **ENGAGE** the guest at the appropriate distance and time.
3. **HELP** one hundred percent of our guests.

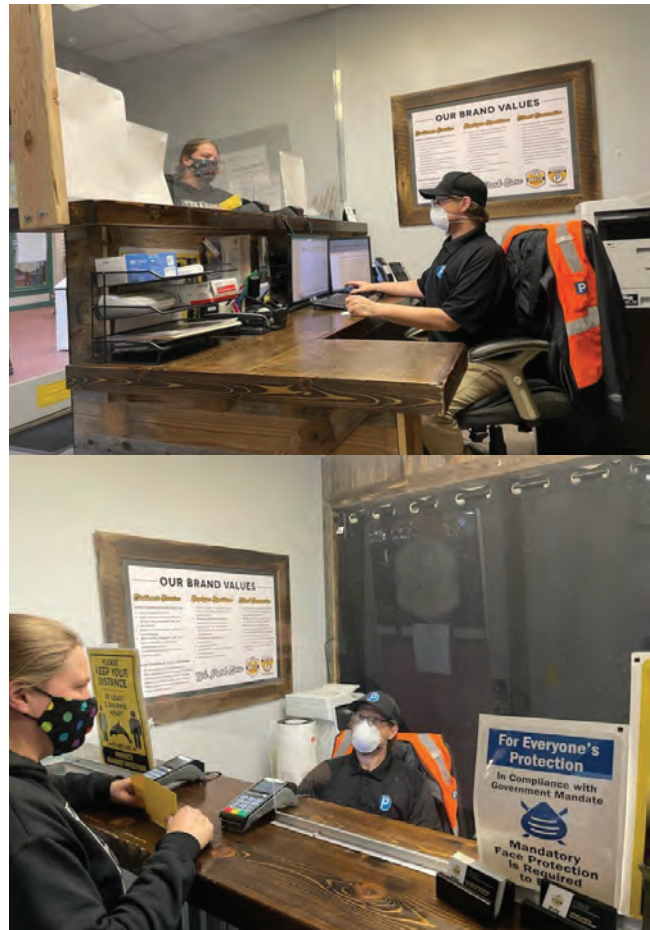
Ambassador may do this by answering questions, suggesting hiking trails to hike, restaurants to eat at or businesses to visit.



## CUSTOMER CARE TEAM

Our Colorado Customer Care Service provides a 24 hour customer experience. Our devoted local team will know all the insider information for GMF. The Customer Care Team can provide insight and assist on all parking as well favorite shops, restaurants such as the Muddy Duck, events, and outdoor activities. The Customer Care Service serves as an uniform service provider who can help in every aspect possible . Smile, Engage, Help. is a constant with our Customer Care Team.

Our Customer CareTeam prides themselves on their expertise in Colorado communities. They understand all aspects of parking for locals, business owners, employees, and visitors from parking permits, overnight parking, and the best parking in town.





Hi Charles -

Below is a map of all the parking in Breckenridge.

The lots walking distance to Peak 9/Beaver Run are FLOT, Tiger Dredge, Peak9, Upper Village (on The Village Road heading to Peak9), and South Main Street.

The lots walking distance to the Gondola are North Gondola Lot, Postal Lot, Tiger Dredge, Wellington, Lot C (North side of Wellington), Tiger Dredge, and North/Central Main Street.

Anywhere on the West side of town is walking distance to the Gondola or Peak9 - Quicksilver lift. If you park in Town, you will have to pay hourly rates. If you park in skier lots, you will pay a flat rate. All rates are different per location.

Postal Lot is my favorite location to park!

Thank you,



Shelby...you're amazing! Thank you again for being so helpful and understanding. This is fantastic news.

Thank you!  
James

Hi Shelby -

I just wanted to know that I so appreciated your quick response and professionalism. That factored into our decision to return to Breckenridge yesterday. We parked in the Gondola lot and had a fabulous day!

I have learned my lesson about skiing weekends (don't!) but plan to return to ski more weekdays.

Thank you again!  
Susan Lomenick

Thank you so much, Shelby! Really appreciate it and will definitely make sure I am paying for the correct zone going forward.

Appreciate your help, and hope you have a great day too!

Thanks again,  
Anna

Thank you all for the wonderful customer service!! :)

Sent From My Sparkly iPhone

Your group is amazing! Thank you thank you! Gina.

Hi Ashley!

Let me just say this has to be one of the most pleasant interaction I've ever had in regards to most customer service situations. I was so stressed out and to hear that you're able and willing to let me off with a warning is absolutely incredible. I'm attaching a screenshot of my bank account from that weekend- we went to Westbound & Down for lunch, the pastry shop for something sweet to take home, and I also bought a bag at The Wild Grape! (That doesn't show but I can send another screenshot if you need).

Thank you so, so much for taking this off my plate and being so extremely helpful. Please don't hesitate to let me know if there's anything else you need from me.

All the best,

Christina Anthony

Thank you Dani. I really appreciate the genuine response. Exactly the response an ambassador should have. Next weekend, I'll make a point to put some extra money into the Springs shops AND Parking for sure.

Most respectfully,

Garry

Our Customer Care Ambassador Team can assist with the following:

- Permits
- Appeals
- Refunds Across All Platforms
- General Information and recommendations for all of Breckenridge
  - Parking
  - Skiing
  - Hiking
  - Attractions
  - Restaurants
  - Travel
- One off scenarios
- Payments
- Collections

### **PARK GREEN MOUNTAIN AMBASSADORS**

Parking Field Ambassadors are very visible members of the Interstate Parking team and their presence and actions at street level are a direct representation of our brand. As a result of their important role, Parking Field Ambassadors employed by Interstate Parking receive extensive training on a variety of subject matter. For example:

- Customer service
- Infraction violation issuance
- Conflict mitigation and de-escalation
- Internal communication
- Preventative maintenance on revenue control equipment
- Traffic control and direction assistance
- Educating the public about all areas Town of Green Mountain Falls

We are big believers in educating the public on their parking and permit options. Our proposed [ParkGreenMountainFalls.com](http://ParkGreenMountainFalls.com) website provides a solution to every potential parking question in Town.





## WORK PLAN AND SCHEDULE



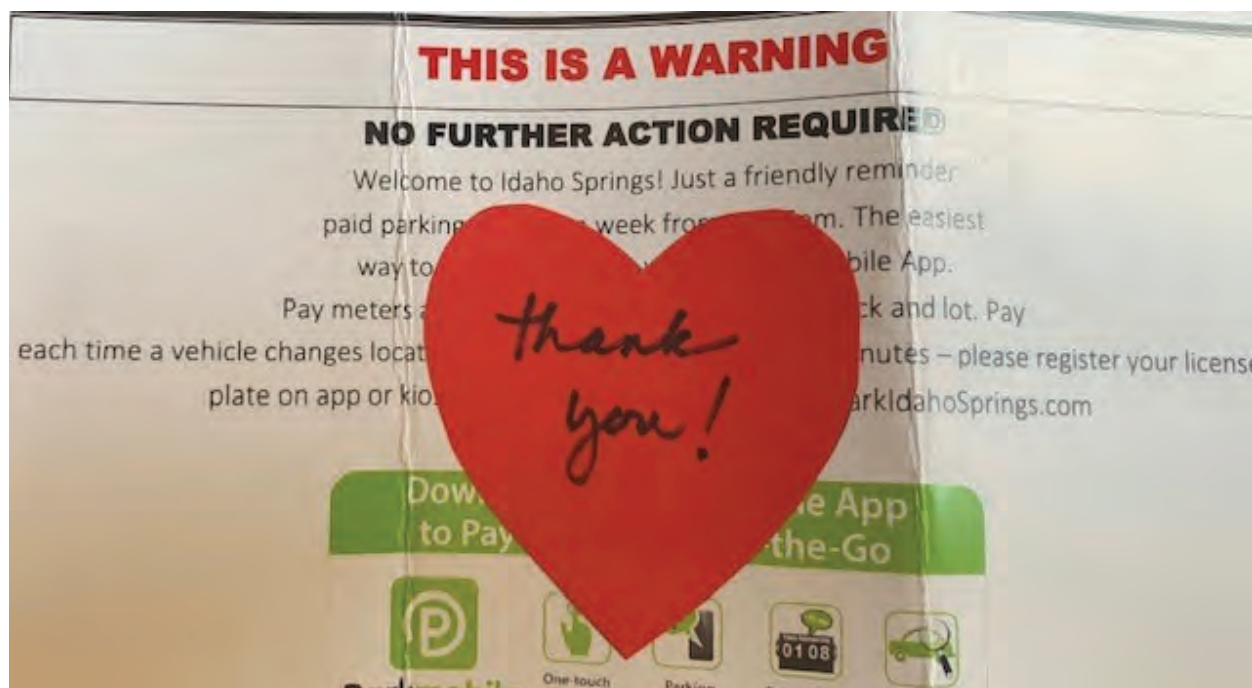
## BUILDING STRONG LONG LASTING RELATIONSHIPS

At Interstate we believe building long lasting relationships with our clients, community and parkers is what makes us successful. Over the years our team has built long lasting relationships within our communities and surrounding areas::

- Idaho Springs Police Department
- Idaho City Hall
- Mayor Hillman
- Loveland Skiarea
- City of Idaho Springs
- Breckenridge Town Hall
- Breckenridge Tourism Office
- Vail Resorts
- Breckenridge Grand Vacations
- Town of Dillon
- Keystone Ski Resort
- The Mighty Argo- Idaho Springs
- Arapahoe Basin Ski Area
- Buffalo Dakota Garage at Keystone
- Breckenridge Ski Resort


★★★★★ a week ago

Parked in Idaho Springs and may have made a mistake by not paying the meter. Expecting the standard government bureaucracy when I called for help, I was more than impressed by getting a return call from someone who was kind and actually wanted to help me. I promise to always pay the meter, but if I forget again I hope I get to work with Ashley at Interstate Parking.



## SAMPLE SCHEDULE| START UP PLAN

If awarded, Interstate will provide a detailed schedule of specific dates and deadlines for implementation. Below is an example of our operational checklist we will provide to the town weekly to ensure the completion project is on track:

 <b>Town of Green Mountain Falls Start Up Plan 2021</b> Interstate Parking Company LLC					
	<u>Interstate of Colorado</u>	<u>Interstate Responsibility</u>	<u>GMF Responsibility</u>	<u>Date Due</u>	<u>Status</u>
<b>T2 MACHINE SET UP</b>					
Machine delivery	x	Tom		ASAP	
Machine tracking report(track machines by serial numer/what lot they are going to)	x	Tom/Xander		ASAP	
Machine install	x	Tom/Xander/Casey		ASAP	
Machine BOSS set up	x	Denver team/Jeff		ASAP	
Order steal plates	x	Dani		ASAP	
Machine CC Test run	x	Denver Team		ASAP	
MID paperwork	x	Nate		ASAP	
IRIS set up	x	Jeff		ASAP	
Machine Configuration	x	Xander/Tom		ASAP	
<b>OPERATIONS</b>				ASAP	
Maintenance equipment	x	Denver Team		ASAP	
Maintenance supplies	x	Denver Team		ASAP	
General emergency procedures	x	Denver Team	x	ASAP	
<b>OPERATIONS- GENERAL</b>				ASAP	
Ring Central set up	x	Team Logic		ASAP	
Set up local phone numer for customer communication	x	Denver Team		ASAP	
Monthly reporting procedures to town of GMF	x	Jessica		ASAP	
Identify After hours communication procedures	x	Denver Team		ASAP	
Estibalish GMF HQ ( office)	x	Denver Team		ASAP	
Passport set up	x			ASAP	
General email set up	x	Jeff/David		ASAP	
Rate review and recommendations	x	Gareth		ASAP	
<b>CITY PERMIT/ZONING</b>				ASAP	
Set up parking zones	x	Abby/Denver Team		ASAP	
residential permits	x	Abby		ASAP	
Operating permits for town of GMF	x	Dani		ASAP	
employee permits	x	Abby		ASAP	
<b>REVENUE CONTROL AND AUDIT</b>				ASAP	
Bank Account Set up	x	Nate/Tami		ASAP	



## Ambassador Scheduling and Commitment to the Town of Green Mountain Falls

Below is a sample schedule for the Green Mountain Town Parking Ambassadors. As a part of the community of Green Mountain Falls we understand the importance of cleanliness, Upon arriving at their shift Ambassadors always ensure that there is no excess trash on the parking grounds. A trash and signage check round is done when arriving onsite.

2021 Town of Green Mountain Falls								
DIRECT STAFF								
Position	Function	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Ambassador #1	Enforcement, Customer Service Ambassador					5 am - 1 pm	5 am - 1 pm	5 am - 1 pm
Ambassador #2	Enforcement, Customer Service Ambassador					6am-2pm	6am-2pm	6am-2pm
Ambassador #3	Enforcement, Customer Service Ambassador					7am-3pm	7am-3pm	7am-3pm
MANAGEMENT STAFF								
Position	Function	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Customer Service Coordinator	Parking Store, Telephone, Email, Online Chat, Community Outreach	7 am - 5 pm	7 am - 5 pm	7 am - 5 pm	7 am - 5 pm	7 am - 5 pm		
Customer Service Coordinator (Weekend)	Parking Store, Telephone, Email, Online Chat, Community Outreach	*	*	*	*	8am-4pm	8am-4pm	8am-4pm
Marketing Manager	Daily Management, Community Outreach, Departmental Point for Town of GMF, Project Management, Creating a Positive Reflection on the First and Last Impression	Varies	Varies	Varies	Varies	Varies	Varies	Varies
Customer Experience Manager	On street management of the front line experience 5 days a week would be out on the street greeting guests to Town ensuring the sms sign is correct, ensuring that the first and last experience of GMF is superlative	Varies	Varies	Varies	Varies	Varies	Varies	Varies
General Manager	Daily Management, Community Outreach, Departmental Point for Town of GMF, Budget, Project Management, Creating a Positive Reflection on the First and Last Impression	Varies	Varies	Varies	Varies	Varies	Varies	Varies

## ONLINE PERMITTING AND CITATION MANAGEMENT

Customers can apply for any permit online at [ParkGreenMountainFalls.com](http://ParkGreenMountainFalls.com) with our easy to use portal. The system benefits are as follows

- Sign up for annual parking permit
  - Ability to upload proof of employment
- Edit permit information
- Change personal account information
- View account history
- Pay and appeal citations
  - Ability to upload appeal documentation
- Ability to attach high resolution pictures to citation file and prints directly on citation
- Smartphone based, bluetooth printer
- Scofflaw tracking
- Access to real time payment information
- Various permit options

**RESIDENTIAL PERMITS**

**EMPLOYEE PERMITS**

**VISITOR PERMITS**

**APPLICATION FORM**

## PARKING PERMITS



There are several types of parking permits in Idaho Springs. Check them out here and submit your application.

**PARKING PERMITS**



## INTERSTATE PARKING | PROUD PARTNERS IN THE TOWN OF BRECKENRIDGE

### BRINGING INNOVATIVE SOLUTIONS TO THE TABLE

Interstate of Colorado realized that with the loss of the South Gondola parking and the impact of Covid, the Town of Breckenridge would have a huge deficit for parking options this season.

Through our strong existing relationships with the Town, Vail Resorts and the Owner of City Market, we were able to add 180 much needed parking spaces for the 2020/21 ski season.

Postal Lot, located on the South end of City Market Plaza, is a valued addition to parking supply in the Town of Breckenridge this year. It serves as a multi purpose location that can accommodate additional skier parking during ski season, and additional local overnight parking in the off season. We will be offering overnight employee parking when ski season ends April 19<sup>th</sup> or thereabouts for \$75 a month..

We worked closely with the Town to zone, permit, construct, staff, and provide the technology at this location all at our cost. On at least 35 occasions this season the 180 spaces at Postal have alleviated the need to park at Gold Rush. Which in turn means no shuttles emitting harmful emissions and no congestion on Watson and Park Avenue from shuttle and commuter traffic. This has also bettered the guest experience for our valued skiing clientele.

Breck Park plans on maintaining and strengthening this relationship as well as expanding operations to help provide assistance to all customers and provide valued parking spaces to meet Breck's ever increasing demand. As you will see in our timeline, we have added over 10 locations or 850 spaces to the available parking in Breck. The beauty of our solution, cross branding, and Ambassadors is that the parking customer experiences the same user experience whether they use the Breckpark app at Tiger Dredge or the Postal Lot.



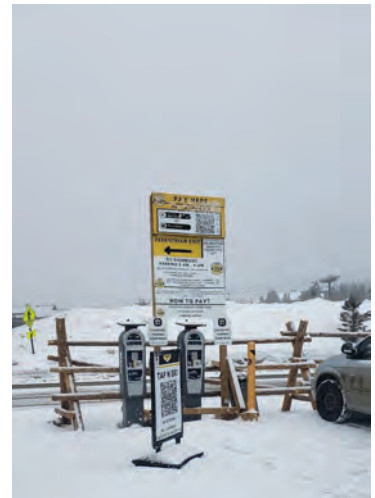
From: Chris Kulick  
<[chrisk@townofbreckenridge.com](mailto:chrisk@townofbreckenridge.com)>  
Date: 12/28/20 8:56 AM (GMT-07:00)  
To: Gareth Lloyd  
<[glloyd@interstateparking.com](mailto:glloyd@interstateparking.com)>  
Cc: Shelby Schwendeman  
<[sschwendeman@interstateparking.com](mailto:sschwendeman@interstateparking.com)>  
Subject: RE: Went very well today will continue to monitor

[EXTERNAL]

Sounds good Gareth, thanks for the update.

Chris Kulick, AICP  
Community Development Department  
Town of Breckenridge  
PO Box 168, 150 Ski Hill Road  
Breckenridge, CO 80424

v- [970-453-3371](tel:970-453-3371)  
f- [970-547-3132](tel:970-547-3132)  
[chrisk@townofbreckenridge.com](mailto:chrisk@townofbreckenridge.com)



## SALES & MARKETING

Unique to other parking operators, Interstate Parking is the only one that has an in-house sales & marketing team. Their main objective is to develop programs to maximize customer satisfaction as well as drive traffic & promote our inventory. We understand that each location has its own specific goals and unique selling proposition. Interstate Parking Sales & Marketing generates effective sales plans for each property to achieve those goals while maximizing revenue. Following are our 5 P's of marketing we utilize:

- Price – Dynamic Pricing Based on Real Time Data
- Promotion
- Partnerships
- People – Dedicated Sales & Marketing and Customer Service
- Possibilities

## DYNAMIC PRICING BASED ON REAL-TIME DATA

We take pride in our ability to analyze rate data daily. This assists us with optimizing rate bands to grow revenue. We are also leading the way with dynamic pricing models. We review historical data, real-time data as well as the competition to ensure we are priced correctly. Traffic and occupancy dictate how we adjust rates. However, we are never in a race to the bottom with competitors.

- We monitor units and revenue daily, with our dashboard view (as shown on the right), comparing both to the previous year as well as the previous month
- We monitor special event data to ensure we set optimal pricing
- We track rate changes against historical data (shown below) to ensure we are seeing the increase in revenue we expect



*Our Dynamic Pricing & Unique Marketing has Increased Revenue by over 35% for Special Events*

Month to Date	
08-01-2019 -> 08-24-2019	
Tickets	Dollars
367579	\$3,022,624

MTD Same Day Comparisons		Calendar Month Comparisons	
<b>Prev Mo - Equal Day Compare</b> 07-14-2019 -> 07-26-2019 237188    \$1,656,824 130391    \$1,365,800 55%    82%		<b>Prior Month: July</b> 07-01-2019 -> 07-31-2019 354456    \$2,492,299 13123    \$530,325 4%    21%	
<b>Prev Yr - Equal Day Compare</b> 08-03-2018 -> 08-25-2018 340351    \$2,747,840 27228    \$274,784 8%    10%		<b>Prior Year: August</b> 08-01-2018 -> 08-31-2018 465789    \$3,580,339 (98210)    (\$557,715) -21%    -16%	



## PROMOTION

At Interstate Parking, we routinely challenge ourselves to create new and innovative promotion techniques. Our goal in promoting any facility is not to create a façade of gimmicks but rather to boldly communicate to our targeted customer base why they should park in our facility and not at one of our competitor's. Every campaign we run has a strict Return on Investment review. We purposely limit the number of mass communication campaigns for that purpose. Instead we run:

- Boosted social posts
- Targeted email campaigns
- Face-to-face contact
- List facilities on 3<sup>rd</sup> party sellers



While we prefer to use our own sales platforms, we understand there is some value in utilizing third-party sellers.

We capitalize on their broader reach to increase our client's revenue. Once we have the customer, we attract them back to our platform.

We will continue to target specific groups we can meet face-to-face at their offices or trade shows. This has given us the most success with monthly parking initiatives.

We understand the value of our brand, so we implement our signage package on each location we operate. When people see the Interstate Parking shield they instantly recognize their vehicle will be safe and the rate will be competitive with others in the market.

## PARTNERSHIPS

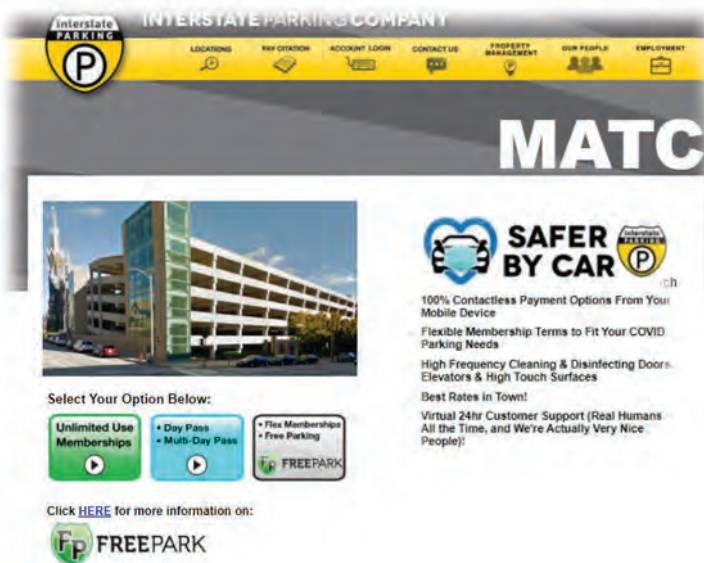
Not only do we target specific groups to promote to, we also target specific groups to partner with. We

look at the traffic drivers in the area and reach out to form a partnership. Interstate Parking doesn't take a "cookie-cutter" approach with these partnerships. We determine their needs and adapt to what will work for both parties.

We have been successful with:

- Corporate validation programs
- Pre-sold parking option for entertainment venues
- Preferred parking for restaurants and event venues
- Off-market rates with special groups with our cloud-based reservation and loyalty systems

These partners will drive traffic to our locations in exchange for a mutually agreed upon deal (discount to customers, revenue share, etc).



## DEDICATED TEAM

At Interstate Parking we view ourselves as a Sales & Marketing company whose product is parking. We take extra strides to remain connected and accessible to our customers considering our locations are automated; without effort, it is easy to lose track of our customers and miss opportunities to gain new customers and retain our regular patrons.

This clear understanding of parking services translates into our customer service philosophy as reflected in our customer commitment in our brand values:



## Customer Service — BRAND VALUES —

### WHEN PARKING AT OUR LOCATIONS:

- 24 hour parking facility assistance
- Well maintained and inviting environment
- Informative and highly visible signage
- Modern and user-friendly technology
- Wide range of traditional and cutting-edge payment options

### WHEN COMMUNICATING WITH US:

- Local customer service
- Same business day response and 24 hour issue resolution with no run around
- Modern communication options for contacting us
- Well trained, competent staff who take ownership in providing exceptional service
- Customized solutions for unique parking needs





At Park Idaho Springs, we are committed to a parking management solution that works best for the residents and businesses of Idaho Springs. We are continually enhancing the customer experience for visitors, residents and employees alike.

[Click here](#) to reach us anytime and send a message through our contact form.

To reach a Park Idaho Springs Ambassador during paid parking hours, please call us at 303-825-0429 or send us an **email**.

We look forward to hearing from you!



**"Thanks so much for the quick response. I appreciate getting this matter resolved. You guys are great."**

**"Thank you very much for your prompt reply, and thank you (even more) for voiding the ticket! We truly appreciate it, and our warm thoughts toward Idaho Springs are only increased by your nice note. Have a great rest of the week, and thank you again for your prompt thoughtfulness toward our inquiry!"**

**"Thanks so much. I appreciate your help.** Now that I know how it works I will do a better job the next time we are out there. We make it a point to hit IS at lunch time so we can eat at Tommyknockers."

**"Great to know how accommodating and immediately helpful you and your colleagues are. I'll convey my thoughts to the powers that are when I have the opportunity."**



## ENDLESS POSSIBILITIES

We will continue to explore unique ways to utilize our locations outside of parking. We have had:

- Car shows
- Concerts
- Dance performances
- Bike races
- Drive-in movie theaters
- Pop-up bakery
- More to come!

These events increase the awareness of the available parking options when customers are looking for future needs. Either for work, dining out, or special events.



## FINANCIAL AND OPERATIONAL REPORTING FEES, BUDGET, AND PROPOSED MANAGEMENT TERMS

Interstate Parking believes in creating alignment with our clients and partners goals and objectives and proposes several performance based contract formats. We believe we are the perfect fit for the town of Green Mountain Falls to achieve the town's goals and assume the operational burden of managing and continually advancing the Town's greater mobility plan:

- Interstate Parking's team has proven experience in developing, implementing and operating the entire on-street and off-street parking systems for municipalities similar in scale to the Town of Green Mountain Falls;
- Our experience in planning, development, project management, technology selection and the operation of major parking assets such as the City of Idaho Springs and Breckenridge.

## BOOKKEEPING AND ACCOUNTING

Interstate Parking has extensive experience and expertise in accounting and records management through the application of US generally accepted accounting principles (GAAP). Our accounting department includes a robust internal control system including full segregation of duties, securing of company assets, monitoring of cash, and reconciliation of accounts and ledger balances.

Utilizing industry tailored accounting software and policies, Interstate can provide exceptional records management, with a detailed policy in effect for all its accounting functions. Original records of entry are maintained by Interstate Parking in the garage office and digitally sent to the corporate office where they are reviewed, stored, and maintained. All records are given a unique transaction ID that allows the location name, numerical series, and specific lane on the dispenser ticket to be tracked and reconciled daily. All documents and records can be recalled and are available for the Town of Green Mountain Falls review at any time upon request.

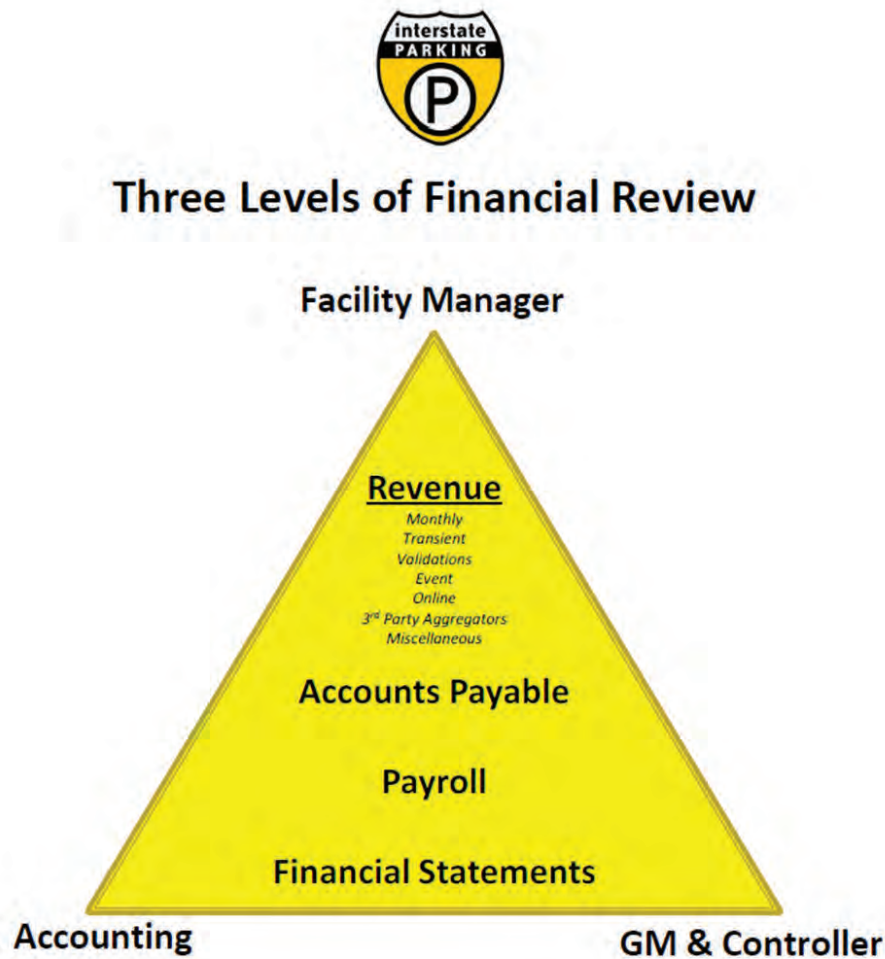


## GENERAL LEDGER

Interstate Parking utilizes a subledger specialized for the parking industry, Integrapark. This allows Interstate to digitally track, manage, and audit all financial data seamlessly to the general ledger system (MRI).



Interstate's Internal Audit department reviews revenue postings and revenue recognition within the subledger and general ledger. The Milwaukee corporate office accounting staff is responsible for all monthly and yearly financial closings and account balance reconciliations. In addition, the recording of all other general ledger transactions and preparation of monthly parking reports are compiled by the accounting team and available in the corporate office for review at any time.



After all transactions have been posted, Interstate Parking incorporates a three-level review of the monthly parking reports by the Facility Manager, Accountant, and General Manager/Controller. Once all reviews have been completed, monthly reporting packages are assembled.

## MONTHLY REPORTING

A monthly report will be prepared by Interstate Parking and submitted to the Town of Green Mountain Falls on or before the 15th of the following month:

- Cover Report
- Cover Letter
- Mystery Parker report (if applicable)
- General Ledger Income Statement
- Actual vs Budget Variance Analysis Report
- Variable Rent Schedules (if applicable)
- Performance related data reports
- Other specified reports requested by Town of GMF

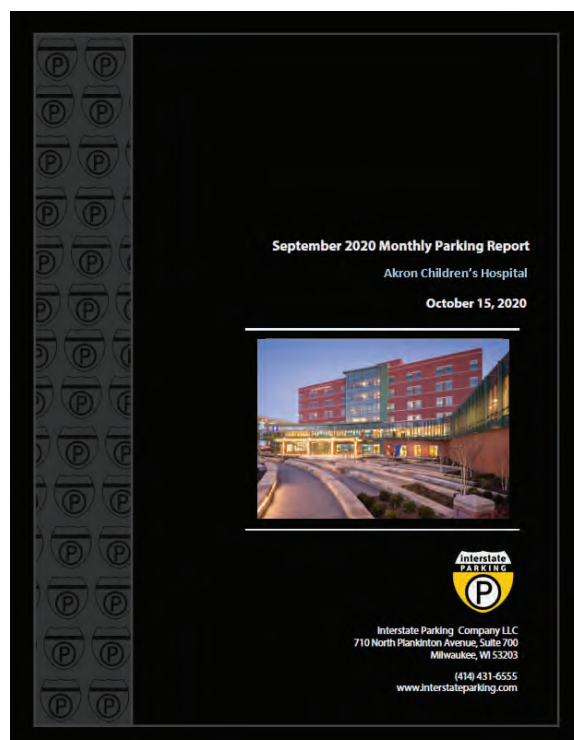
The net proceeds from the parking operation will be electronically deposited into the Town of Green Mountains account on the same day that the reports are published to the Town.

## PURCHASING/COST MANAGEMENT & CASH DISTRIBUTION

Interstate Parking Company's management team has proven experience in making parking lot operations highly efficient and cost competitive. All major and local suppliers are constantly evaluated



to ensure they remain highly cost effective while maintaining high levels of support.



Invoices are submitted daily and electronically to our Accounts Payable system, AvidXchange. This system utilizes an accounts payable workflow system for invoice processing, including the following:

- Multi-layered review and approval of each invoice by the Facility Manager, and General Manager to ensure services have been performed
- Local market Accountant review ensures account coding and release for payment

Our policy is to pay vendors promptly upon invoice receipt to take advantage of all discounts offered, and further provide the ability to negotiate additional discounts and price reductions due to favorable payment terms.



## TICKET ACCOUNTING AND INVENTORY



IPC's parking systems engages in detailed accounting and inventory tracking, including the following:

- The receipts are recorded to the subledger software daily and all collections reconciled with the bank to ensure revenue security.
- The tickets, bill of lading and the master ticket log are then stored in a locked storeroom, in sequential order, and proper controls are maintained to utilize them within the daily operations
- The "used" tickets are then returned through the pay station upon exit and then to the local garage office for audit.



## PARKING FEE COLLECTIONS AND PCI COMPLIANCE

Interstate Parking uses secure and effective cash management policies and practices for revenue received for our parking facilities including the following:

- A monitored and secure cash room
- Policies on counting and reconciling of cash to machine generated reports
- Use of armored car pickups for bank deposits ensure that cash is safeguarded through the entire process
- The accounting department ensures that all parking funds are controlled, recorded, and accounted for timely, reconciling receipts against expected deposits.

We offer many types of payment methods, including the following:

- Credit/debit cards
- ACH and Pre-Authorized Debits
- Wallet-based (Google Pay/Apple Pay)
- Checks are accepted only for monthly parking payments



For credit card processing, our preferred merchant account provider is Elavon, but we also have relationships with other merchant providers. This experience provides us with the ability to work with different providers within an effective control environment. We have the expertise to handle any combination of equipment vendors and card processors required by Duluth Entertainment Convention Center.

## CASH HANDLING

A bank deposit is prepared and deposited a minimum of once per week from the facilities office to the bank. We recommend, and have included in our annual budget, utilizing an armored courier service to transport the deposit to the bank as directed.

A major feature of our cash management process is that we have the ability to eliminate the on-site cash room



entirely and replace it with a secured vault for intermediate storage of locked pay station cassettes and change bins. We implement this process through the engagement of an armored car pickup, enhanced controls, and a minor equipment investment. With this system, all cash cassettes and change bins cycle between the pay station, the on-site secured vault, and the off-site secured Loomis cash room via armored courier. This process increases revenue security and substantially reduces operating expenses related to cash management. The result is a system of accountability and efficiency that provides segregation of cash handling duties and daily identification, while reviewing and auditing any discrepancies throughout the entire process.

## INTERNAL AUDITING

Interstate Parking has a team of internal auditors that review and audit all ticket data and revenue postings. The Internal Audit (IA) department is responsible for writing procedures for all aspects of Interstate's policies and internal controls across the organization. IA will document and address any discrepancies found within a system, process, or procedure. Based on the findings, the IA department proposes any necessary changes to the process, procedure, and/or system.

The Internal Audit department relies on the local manager to provide on-site operational audits daily. The on-site manager will fully review each virtual day on-site, based on the following procedural guidelines:

- Verification of physical ticket inventories and stock
- Verification of opening and closing parking data/tickets

- Reconciliation of any unaccounted for, missing, or lost tickets
- Communicate all discrepancies found to Internal Audit Department and General Manager

Revenue Entry

Location Reports Maintenance Help

<< >> Location

Print Save Help Refresh Close

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 1 Ticket \$6.00 Total \$6.00
2	3 8 Tickets \$137.00 Total \$137.00	4 10 Tickets \$168.00 Total \$168.00	5 5 Tickets \$90.00 Total \$90.00	6 10 Tickets \$177.00 Total \$177.00	7 5 Tickets \$82.00 Total \$82.00	8 4 Tickets \$24.00 Total \$24.00
9 2 Tickets \$12.00 Total \$12.00	10 10 Tickets \$151.00 Total \$151.00	11 5 Tickets \$82.00 Total \$82.00	12 8 Tickets \$145.00 Total \$145.00	13 10 Tickets \$157.00 Total \$157.00	14 5 Tickets \$82.00 Total \$82.00	15 2 Tickets \$12.00 Total \$12.00
16 1 Ticket \$6.00 Total \$6.00	17 4 Tickets \$72.00 Total \$72.00	18 8 Tickets \$153.00 Total \$153.00	19 6 Tickets \$106.00 Total \$106.00	20 2 Tickets \$38.00 Total \$38.00	21 3 Tickets \$58.00 Total \$58.00	22 3 Tickets \$37.00 Total \$37.00
23 8 Tickets \$74.00 Total \$74.00	24 8 Tickets \$147.00 Total \$147.00	25 14 Tickets \$273.00 Total \$273.00	26 11 Tickets \$184.00 Total \$184.00	27 8 Tickets \$134.00 Total \$134.00	28 24 Tickets \$487.00 Total \$487.00	29 18 Tickets \$177.00 Total \$177.00
30 23 Tickets \$270.00 Total \$270.00	31 25 Tickets \$498.00 Total \$498.00					
Month Totals: Ticket Value \$4,039.00, Total Revenue \$4,039.00						

Operations Summary

Daily Statistics

Ticket Summary

Revenue Summary

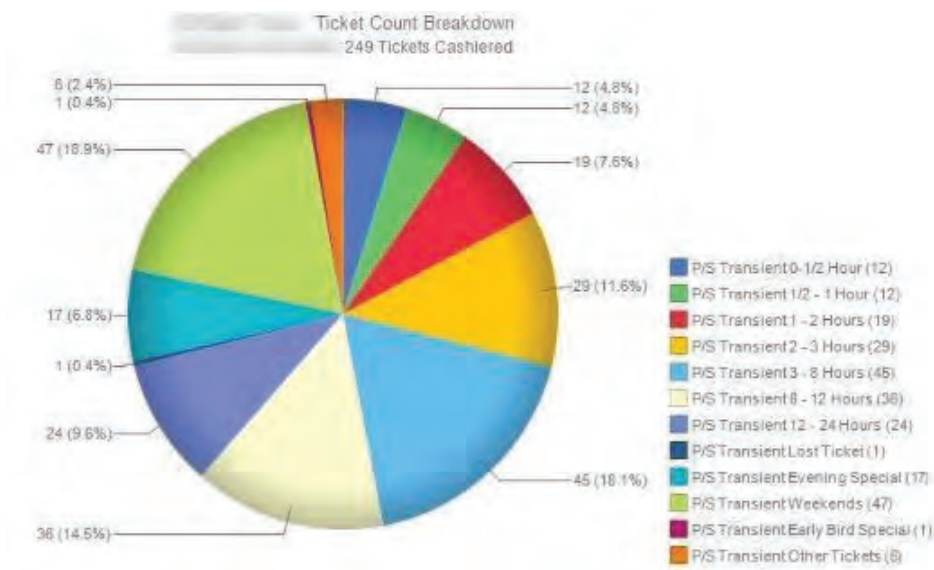
Receipts Summary

Ticket Values

Monthly Composite

Produce a Report within our revenue tracking database that includes the following data:

- Tickets Issued
  - Opened Tickets (pulled)
    - Closed Tickets (paid)
- Tickets Returned
  - Paid Tickets



- Voided Tickets
  - Validated Tickets Redeemed
  - Passes Redeemed (non-cash)
- Daily Revenue
    - Number of Tickets sold by Rate type
    - Total Collections received
      - Cash
      - Credit/Debit
      - Validations Redeemed

## HUMAN RESOURCE EXPERIENCE

- Our corporate human resources team has decades of combined professional experience in human resources spanning areas such as payroll, compensation and total rewards, benefits, recruiting and staffing, engagement and retention, training, development, culture, policy, employer branding, etc.
- Hold recognized professional certifications including SPHR (Senior Professional in Human Resources) and SHRM – SCP (Society for Human Resources – Senior Certified Professional).



## HUMAN RESOURCES POLICY

- Leverage centralized resources for cumbersome, repetitive, and routine tasks. For example, we leverage centralized payroll and HRIS software for time and attendance, payroll, and team members status changes.
- Provide in-depth consultation with our market leads on complex issues. For example, this would include working with a market lead on team member performance concerns or career development planning.
- Encourage, support, and develop customized local solutions whenever possible. This includes customized policies to meet local needs. In addition, many of our “standard” tools are modified to work most effectively from market to market.
- Work directly with both team members and managers to effectively resolve issues. The human resource function exists to meet business needs but also to serve as an advocate for our team members.

## TRAINING AND DEVELOPMENT

- Customized, market and role specific training is provided locally within each market. A sample can be found as Exhibit B within this proposal.
- Team members are supported by standardized performance feedback and career development tools.
- Interstate’s DAAL (Developing Associates As Leaders) program provides our team members and managers with a very effective tool to drive career development activities. DAAL is a key component of our team member development toolkit available to managers across the organization.
  - o DAAL is a competency-based assessment that helps front-line to middle management determine employee career and development plans.
  - o DAAL is efficient, focused, simple, and immediately actionable.
  - o DAAL, is based on DEAL (Developing Employees As Leaders), an employee development assessment created by Avant Leadership, a Milwaukee-based team of experienced business psychologists.

## STAFFING AND RECRUITING

- Positions are posted primarily via Indeed, the world’s largest job posting and aggregation site.
- Postings also link back to the career page on Interstate’s website for additional visibility.
- Hiring managers use the ATS (applicant tracking system) tools within the Indeed portal to interact with candidates and manage recruiting workflow.
- Additionally, depending on the role, IPC engages contingent recruiting firms and will conduct its own passive candidate recruiting.

## PAYROLL

- Utilize mid-market leading software (Paycom) to execute our bi-weekly payroll process.
- Team members enter time worked, managers approve timesheets, and Human Resources processes payroll through this system.

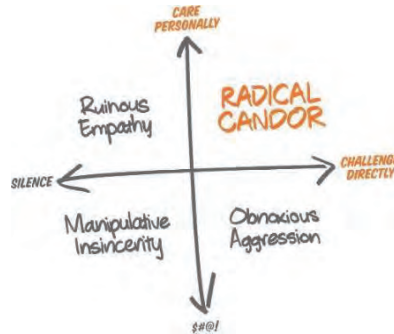
## BENEFITS AND COMPENSATION

- Interstate offers an industry leading benefits package for its team members. For those working more than 30 hours per week, this includes medical, dental, vision, short and long-term disability, and life insurance.
- All team members are eligible to participate in our 401k with an employer match.





- Full-time team members have vacation time, sick time, and paid holidays available.



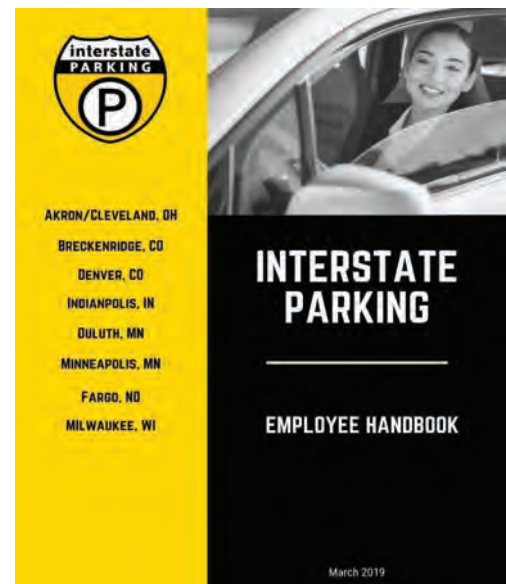
### RECOGNITION AND INVOLVEMENT

- All team members meet with their supervisor to engage in our annual Ask process. The Ask process is a unique approach to feedback that creates a two-way dialogue between each team member and their manager to discuss, consider, and resolve any number of workplace challenges.
- On a quarterly basis, Interstate's leadership team hosts an informational "Town Hall Session" for all team members. These sessions create transparency, ensure all team members are up to date on significant projects and activities, and provide team members with an opportunity to engage and get answers to any pressing questions they may have.
- Formal and informal recognition of team member accomplishments are integrated into Interstate's philosophy and management approach. This recognition is focused on key "on-brand" behaviors such as creating WOW! moments for our customers, innovation, and creativity, and going above and beyond to overcome challenges.
- A key component of Interstate's supervisor toolkit is available training on providing more effective feedback. This training is based on Kim Scott's "Radical Candor".

### EMPLOYEE HANDBOOK AND POLICY

Interstate has a single handbook including centralized and standard policies that apply to all markets.

Due to the nature of our organization and our need to operate effectively in a number of different markets, custom policies are in place to address issues and concerns unique to different markets.



**A DAY IN THE LIFE OF A PARKING AMBASSADOR | COMMITTED TO A POSITIVE EXPERIENCE FOR ALL  
“SMILE. ENGAGE. HELP IS WHAT WE ARE ALL ABOUT!”**





## FEE PROPOSAL

There will be no up-front capital cost for Green Mountain. We will provide all technologies, website, branding, 24/7 customer service, signage, staffing, marketing for 70% of revenue with all operating decisions subject to your approval.

A complete turn key solution all subject to your approval very similar to our successful business model in Idaho Springs:

- Interstate of Colorado will purchase the technology and maintain the software and cellular fees associated with it
- Interstate of Colorado would be responsible for the entire operation of the parking facilities with all activities subject to GMF's approval
- Two hours free parking for all visitors. \$2.00 per hour for the next two hours. \$5.00 per hour thereafter. \$34 Daily Maximum.
- Interstate of Colorado would be responsible for the following operating expenses:
  - The Interstate Focus- opening a brand new operation efficiently- We were presented with the same challenge in Idaho Springs when we opened a brand-new project in April 2018 in only 3 weeks
  - Parking Ambassadors and associated taxes/workers comp
  - Uniforms, recruiting and employee relations
  - Tickets for the machines
  - 24/7 customer service including the website and the Interstate of Colorado store
  - General liability insurance
  - Business license
  - Associated vehicle costs for Ambassador travel
  - Consistent and timely communication with GMF
  - Yield management programs designed to maximize revenues and the customer experience
  - Citation adjudication processes and collection processes
  - Monthly Reporting
  - Signage
  - Marketing of Tap n Explore and Reserve N Explore
  - Community outreach
  - Rate Structure designed to maximize the use of available space



**SAMPLE BRANDED LOGOS SUBJECT TO YOUR APPROVAL!**



## **REFERENCES: THE INTERSTATE OF COLORADO FOCUS FOR THE TOWN OF GREEN MOUNTAIN FALLS**

"A PROVEN TRACK RECORD OF WORKING WITH LOCAL CLIENTS TO ACCOMPLISH THEIR GOALS USING OUT SMILE, ENGAGE, HELP TEAM."



**HOA General Manager The Village at Breckenridge**

**Nathan J Nosari**

P:970.547.2511

E:[nathann@vabhhoa.com](mailto:nathann@vabhhoa.com)

We have worked with Nathan the last couple years providing a complete solution on a revenue share. Naathan used to operate in house. He can speak to our professionalism, branding and customer service.



**City of Idaho Springs (Management)**

**(Total of 700 on street, surface lots and residential)**

**Andrew Marsh- City Administrator Idaho Springs**

P:303.567.4421

E: [admin@idahosprings.com](mailto:admin@idahosprings.com)

Similar to GMF the City came to us on a summer trial in Spring of 2019. We have provided all technologies, branding, permits, staffing and customer service at [parkidahosprings.com](http://parkidahosprings.com). Our customer feedback page is something our/your team is very proud of.



**Beaver Run Resort & Conference Center**

**Bob Barto- General Manager**

P:870.453.6000

E: [bbarto@beavern.com](mailto:bbarto@beavern.com)

Bob was our first account 3 ½ years ago. One again we take care of technology, branding, staffing on a straight revenue share. In the winter we operate Peak 9 for Vail Resorts and Bob.



#### **Breckenridge Ski Resort (Vail)**

**(5 locations over 2100 parking stalls- same LPR technology used in GMF)**

Trevor Maring- Operations Manager

P: 970.485.3474

E: [tmaring@vailresorts.com](mailto:tmaring@vailresorts.com)

Our BreckPark team works closely with BSR ops to ensure we are maximizing the guest experience for the entire resort. During COVID, we have created a unique approach to a contactless experience and have only seen positive reviews from the resort.



Starbucks Lot

Barrie Stimson- Owner of Starbucks Lot

P: 970.453.0550

E: [barrie@go2breck.com](mailto:barrie@go2breck.com)

Barrie used to operate Starbucks in house. He was to the point of putting a chain across the entrance when we took over. We implemented our app. LPR technology and now tap-n-ski and Starbucks has become a go to location for parking in Downtown Breckenridge.



#### **Keystone Resort**

Alex Wit- Parking and Traffic Manager

P: 970.496.3877

E: [ajwit@vailresorts.com](mailto:ajwit@vailresorts.com)

During COVID Xander and Igor, our Customer Experience Managers, have worked closely with Wit, who we have worked with for three years, to create a consistently seamless customer experience.



**Town of Breckenridge Colorado**

Mayor Eric Mamla

P:970.485.2969

E:[mamula@colorado.net](mailto:mamula@colorado.net)

Our second account in Summit County in the Town had operated in-house, before we took over 3 ½ years ago. Our relationship has progressed over time like we hope to do with the Town of Green Mountain Falls. We work on all aspects of the greater mobility plan for the Town. Recently our development team developed, resurfaced provided all signage, technology, staffing planning and zoning to open North Gondola, to a brand new state of the art surface lot within walking distance to the Gondola. This has had a tremendously positive impact on Town congestion given the South Gondola surface lot has disappeared (350 parking spaces) due to the construction of the new garage we are consulting on.



**Continuum Partners LLC**

**(Block A Parking Garage, state of the art LPR technology at Union Station Denver)**

Matthew Shartz- Property Manager

P:720.946.4686

E:[matthew.schartz@continumpartners.com](mailto:matthew.schartz@continumpartners.com)

## REFERENCE LETTER FOR GARAGE OPENED NEXT TO UNION STATION DURING PANDEMIC

CONTINUUM

February 28, 2021

TO: Interstate Parking  
1610 Wynkoop St. Suite 600  
Denver, CO 80202

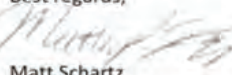
From: Continuum Partners  
1881 16<sup>th</sup> St. Suite 500  
Denver, CO 80202

To Whom it May Concern:

We approached Interstate Parking a little over a year ago to help us reposition and revitalize a parking garage that we own and manage in lower downtown Denver, directly adjacent to Union Station. After a few years of disappointing revenue and an overall decline in the upkeep of our garage by a previous operator, we went in search of a new parking operations partner. What attracted us to Interstate was their boutique feel, great communication, keen eye on revenue generators, marketing initiatives/approach, and their overall customer centric focus.

Since Interstate has taken over, we could not be more impressed by their operation. In the midst of a pandemic, when comparing monthly revenues to the same previous months, we have seen a doubling if not tripling in the amount of revenue to our transient operations under Interstate's watch. They are constantly innovating and recommending program changes and we have the utmost confidence in them as operators and partners in our parking operation. I could not more highly recommend Interstate Parking.

Best regards,

  
Matt Schartz  
Property Manager



# TOWN OF GREEN MOUNTAIN FALLS MANAGEMENT OF PUBLIC PARKING FACILITIES

## THE INTERSTATE PARKING OF COLORADO EXPERIENCE



# THE INTERSTATE PARKING OF COLORADO EXPERIENCE

\*\* ALL SUBJECT TO YOUR APPROVAL \*\*

LOGO + INTERACTIVE WEBSITE + GREAT  
TECHNOLOGY FINANCED AND INSTALLED BY  
INTERSTATE + GREAT PEOPLE

=

AN UNPARALLELLED GUEST AND LOCAL  
EXPERIENCE IN GREEN MOUNTAIN FALLS



## SAMPLE LOGOS - SUBJECT TO YOUR APPROVAL

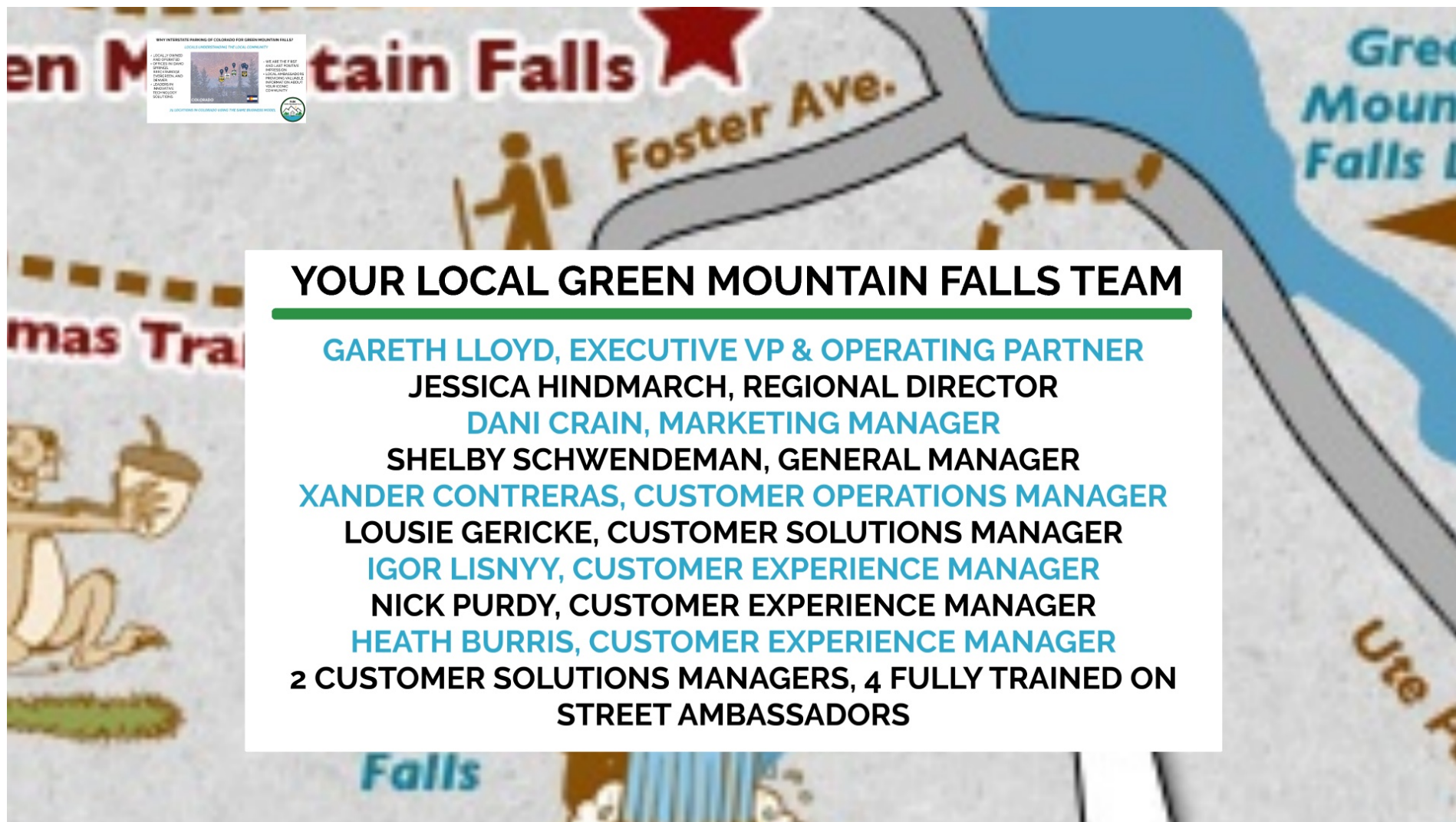






**225 + LOCATIONS  
LOCALLY OWNED  
35,000 STALLS MANAGED  
300+ EMPLOYEES  
5 COLORADO OFFICES**





## **YOUR LOCAL GREEN MOUNTAIN FALLS TEAM**

**GARETH LLOYD, EXECUTIVE VP & OPERATING PARTNER**

**JESSICA HINDMARCH, REGIONAL DIRECTOR**

**DANI CRAIN, MARKETING MANAGER**

**SHELBY SCHWENDEMAN, GENERAL MANAGER**

**XANDER CONTRERAS, CUSTOMER OPERATIONS MANAGER**

**LOUSIE GERICKE, CUSTOMER SOLUTIONS MANAGER**

**IGOR LISNYY, CUSTOMER EXPERIENCE MANAGER**

**NICK PURDY, CUSTOMER EXPERIENCE MANAGER**

**HEATH BURRIS, CUSTOMER EXPERIENCE MANAGER**

**2 CUSTOMER SOLUTIONS MANAGERS, 4 FULLY TRAINED ON  
STREET AMBASSADORS**

# WHY INTERSTATE PARKING OF COLORADO FOR GREEN MOUNTAIN FALLS?

## *LOCALS UNDERSTANDING THE LOCAL COMMUNITY*

- LOCALLY OWNED AND OPERATED
- OFFICES IN IDAHO SPRINGS, BRECKENRIDGE, EVERGREEN, AND DENVER.
- LEADERS IN INNOVATIVE TECHNOLOGY SOLUTIONS



- WE ARE THE FIRST AND LAST POSITIVE IMPRESSION
- LOCAL AMBASSADORS PROVIDING VALUABLE INFORMATION ABOUT YOUR ICONIC COMMUNITY

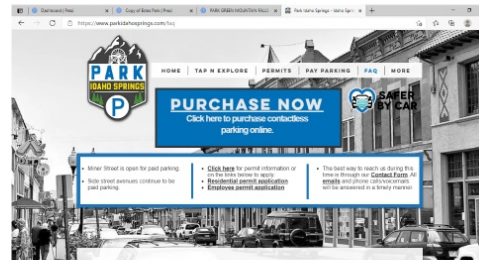
*75 LOCATIONS IN COLORADO USING THE SAME BUSINESS MODEL*





Stay!  
Thanks Again!  
Melissa Frost  
785-550-8703

## REGULAR COMMUNITY OUTREACH VIA MEETINGS & CONSTANT UPDATES TO OUR WEBSITE



- IS & Breck Parking Task Force Meetings
- Open Registration at Town Hall



- Town Hall Meetings
- Community Work Sessions
- Community Surveys

A map showing the location of Catamount Creek. The creek is depicted as a blue line flowing through a landscape. To the right of the creek, the word "Grange" is written in a large, bold, serif font. Below "Grange", the word "Tipton" is written in a smaller, bold, serif font. The map includes a scale bar at the bottom left and a north arrow at the bottom right.

## WHAT PEOPLE ARE SAYING



I just wanted  
to say thank you  
for giving a  
warning! That  
is super awesome!  
It was our first  
time to I. Spring + it  
definitely helped the  
stay!  
Thanks Again!  
Melissa Frost  
785-550-8703

[illegible]

Town of Green Mountain	
<b>PROJECT NAME</b>	Green Mountain Road
<b>PROJECT LOCATION</b>	Green Mountain Road, Green Mountain, VT
<b>PROJECT DESCRIPTION</b>	Construction of a new road segment from the existing road to the new road.
<b>PROJECT SCOPE</b>	Construction of a new road segment from the existing road to the new road.
<b>PROJECT COST</b>	\$1,000,000
<b>PROJECT SCHEDULE</b>	Start of construction: 10/1/2020 End of construction: 10/1/2021
<b>PROJECT CONTACT</b>	John Doe, Project Manager Phone: 123-456-7890 Email: john.doe@townofgreenmountain.com



## SUCCESSFUL IMPLEMENTATION AND MANAGED PARKING PROGRAM

 <b>Town of Green Mountain Falls Start Up Plan 2021</b> Interstate Parking Company LLC					
	Interstate of Colorado	Interstate Responsibility	GMF Responsibility	Date Due	Status
<b>T2 MACHINE SET UP</b>					
Machine delivery	x	Tom		ASAP	
Machine tracking report(track machines by serial number/what lot they are going to)	x	Tom/Xander		ASAP	
Machine install	x	Tom/Xander/Casey		ASAP	
Machine BOSS set up	x	Denver team/Jeff		ASAP	
Order steel plates	x	Dani		ASAP	
Machine CC Test run	x	Denver Team		ASAP	
MID paperwork	x	Nate		ASAP	
IRIS set up	x	Jeff		ASAP	
Machine Configuration	x	Xander/Tom		ASAP	
<b>OPERATIONS</b>					
Maintenance equipment	x	Denver Team		ASAP	
Maintenance supplies	x	Denver Team		ASAP	
General emergency procedures	x	Denver Team	x	ASAP	
<b>OPERATIONS- GENERAL</b>					
Ring Central set up	x	Team Logic		ASAP	
Set up local phone number for customer communication	x	Denver Team		ASAP	
Monthly reporting procedures to town of GMF	x	Jessica		ASAP	
Identify After hours communication procedures	x	Denver Team		ASAP	
Establish GMF HQ ( office)	x	Denver Team		ASAP	
Passport set up	x			ASAP	
General email set up	x	Jeff/David		ASAP	
Rate review and recommendations	x	Gareth		ASAP	
<b>CITY PERMIT/ZONING</b>					
Set up parking zones	x	Abby/Denver Team		ASAP	
residential permits	x	Abby		ASAP	
Operating permits for town of GMF	x	Dani		ASAP	
employee permits	x	Abby		ASAP	
<b>REVENUE CONTROL AND AUDIT</b>					
Bank Account Set up	x	Nate/Tami		ASAP	

# BRANDING THE CUSTOMER EXPERIENCE



**TAP N EXPLORE**



SCAN TO PAY

TAP FOR TRAILHEAD MAP



[PARKGREENMOUNTAINFALLS.COM](http://PARKGREENMOUNTAINFALLS.COM)

**VISIT ANY OF OUR WEBSITES:**

[BRECKPARK.COM](http://BRECKPARK.COM)  
[PARKIDAHOSSPRINGS.COM](http://PARKIDAHOSSPRINGS.COM)  
[PARKKEYSTONE.COM](http://PARKKEYSTONE.COM)  
[PARKNORTHSTAR.COM](http://PARKNORTHSTAR.COM)  
[PARKSOLITUDE.COM](http://PARKSOLITUDE.COM)  
[DAIRYBLOCKPARK.COM](http://DAIRYBLOCKPARK.COM)  
[INTERSTATEPARKING.COM](http://INTERSTATEPARKING.COM)

[PARKGREENMOUNTAINFALLS.COM](http://PARKGREENMOUNTAINFALLS.COM)





[HOME](#) | [PERMITS](#) | [PAY PARKING](#) | [FAQ](#) | [CUSTOMER FEEDBACK](#) | [CONTACT](#)

## USER FRIENDLY SOLUTIONS

## PARKING MADE FUN *EASY- FUN- EFFICIENT!*

### PARKING BASICS

[PAY PARKING](#)

[SUMMER PARKING](#)

[FREE PARKING](#)

[SKIER PARKING](#)

[TAP N SKI](#)

[OVERNIGHT PARKING](#)

[RULES & REGULATIONS](#)



GOOGLE MAP:  
CLICK HERE

#### PARKING BASICS

Breck Park has added TAP N SKI technology to our innovative solar-powered, paperless, smart-parking system. QR codes and solar-powered kiosks are located in all paid parking lots. Scan the QR code, use the kiosk or download the app to pay with a credit card. For more on our parking app, kiosks and pricing, please visit the [Pay Parking page](#).

Breck Park enforces and monitors the Town's on and off-street parking programs. The Town will continue efforts to create consistent turnover of the available parking spaces for those doing business or visiting Breckenridge.

#### Local Tips

1. NO CAR REQUIRED. The town offers a FREE and convenient transit system throughout the Town. The Summit Stage is available for FREE travel to our neighboring communities of Frisco, Silverthorne, Dillon, Summit Cove, and Keystone. For schedules and routes visit [breckparktransit.com](#).
2. Walk a block – save a buck. South Main Street is the most expensive hourly parking option with limited parking available. Parking on Ridge Street and walking to Main Street will save you a couple dollars. Visit [Pay Parking](#) for full rates and hours.
3. Planning to spend more than a couple hours downtown? Check out the [Tiger Credge lot at 300 Park Avenue](#). Monday-Thursday all day parking is \$6.50. Weekend parking is \$12.

See below for map of parking areas throughout town.

### PARKING LOCATIONS



## MERCHANT SERVICES

### MERCHANT VALIDATIONS

#### THE PROGRAM

Breck Park has partnered with Passport Parking to create a Merchant Validation Program. Merchants can increase awareness of and foot traffic to your business by validating customer parking. With Passport's easy-to-use system, you can quickly set up and begin managing your account today. Give shoppers an incentive to visit your store by offering a discount on their parking session when they pay with the Breck Park app.

#### HOW IT WORKS:

1. Create and Fund your account.
2. Generate unique codes
3. Distribute codes to customers
4. Customers enter code in app when parking

Merchants can set up and manage their accounts [HERE](#). Passport has provided a brief [tutorial](#) to help merchants get started.

Merchants can set their own guidelines for when, if, and how much they would like to validate a customer's parking. For example, a merchant could promote validation to a customer who spends \$XX during a specified date range or specific sale. A merchant could also validate parking for loyal customers. The merchant can customize the amount and expiration dates for each validation type.

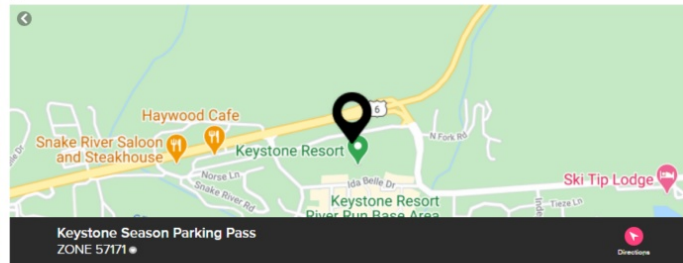


[ACCOUNT LOGIN](#)

[HOME](#) | [PARKING BASICS](#) | [SKIER PARKING](#) | [PERMITS](#) | [CITATIONS](#) | [MERCHANT SERVICES](#) | [EMPLOYMENT](#)



## CUSTOMIZED PERMITS FOR YOU!



Operated by Interstate Parking (Keystone)  
Keystone Season Parking Pass

Please note this permit is valid from Nov 1, 2020 until April 30, 2021. Valid for day parking in all skier pay parking lots - Hunkie Dori, Gold Bug, Mountain House East Lots, and Mountain House West A (no residential or employee only areas).

TWO vehicles are allowed on the pass. You can add the second vehicle now during on the checkout page by clicking the small pencil (edit) button by the license plate number. You can always add/delete/update the vehicles on your pass and review other information by logging into your account at [hmkmobile.com](http://hmkmobile.com).

Permits will not be validated until waiver is signed. Waiver can be found at [parkkeystone.com/seasonparkingpass](http://parkkeystone.com/seasonparkingpass)

### Long-Term Parking

Permits Expand

START MONTH

April May

Keystone Season Parking Pass (Nov 1 - Apr 1) \$500.00 >

## PERMITS



Information for parking permits in the Town of Breckenridge.

PERMITS

### BUY PARKING PERMITS ONLINE:

BUY PARKING PERMIT

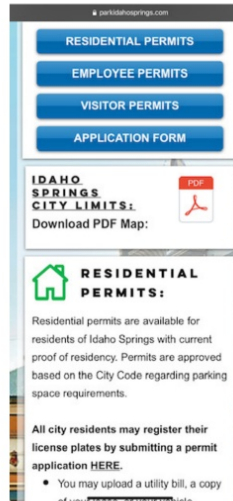
EMPLOYEE PERMITS

RESIDENTIAL PERMITS

BUSINESS PERMITS

BRECK RESORT EMPLOYEE PERMITS

UPHILL ACCESS PERMIT



### RESIDENTIAL PERMITS:

Residential permits are available for residents of Idaho Springs with current proof of residency. Permits are approved based on the City Code regarding parking space requirements.

All city residents may register their license plates by submitting a permit application [HERE](#).

- You may upload a utility bill, a copy of your voter or other records.





## MAKING PARKING FUN AND EASY WITH OUR FULLY FINANCED, INSTALLED, AND SUPPORTED TECHNOLOGY



### TAP N EXPLORE



SCAN TO PAY  
TAP FOR TRAILHEAD MAP



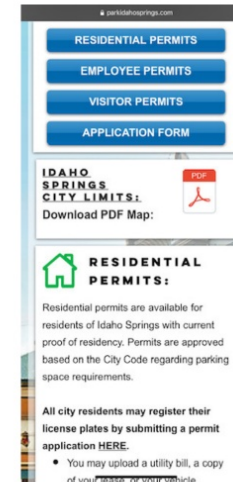
[PARKGREENMOUNTAINFALLS.COM](http://PARKGREENMOUNTAINFALLS.COM)



### GREEN, SOLAR PANEL KIOSKS TAP N EXPLORE PAYMENT AND TRAIL HEAD INFO

NO APP NEEDED!

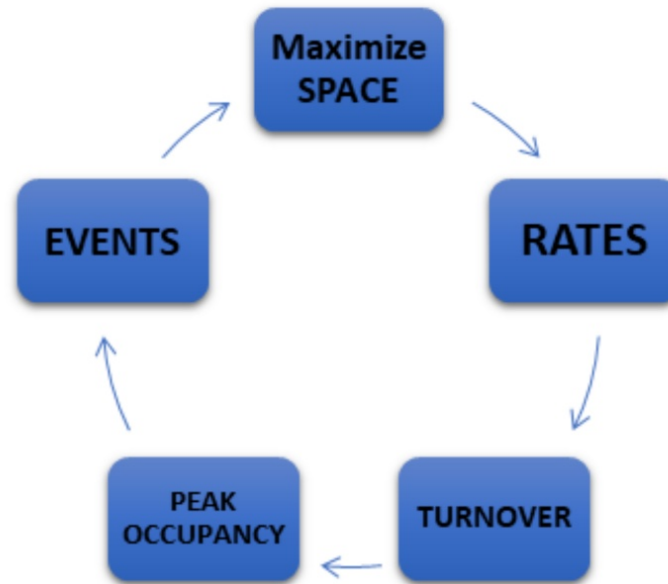
LPR PAPERLESS RESIDENTIAL AND  
EMPLOYEE PERMITS





## SPACE OPTIMIZATION

*Our goal is to maximize the use of your 250 spaces through our various Park GMF platform offerings via analysis and action.*



*Through our leading edge platforms, we are able to drive the use of your available parking spaces to bring over 2,200 visitors a day, if demand dictates, similar to what we have done in Idaho Springs.*

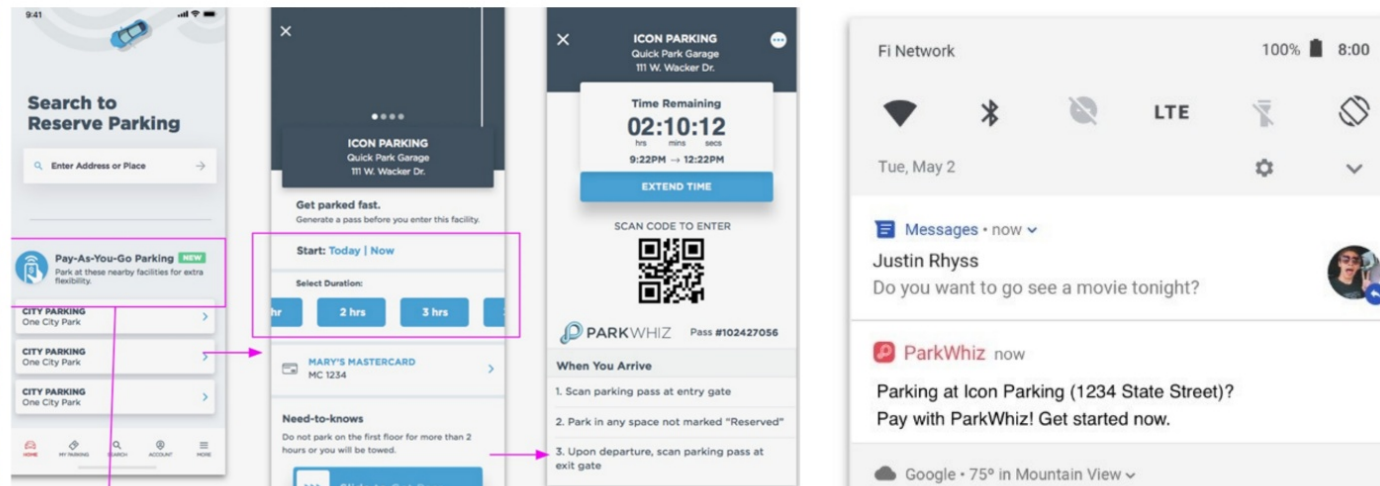
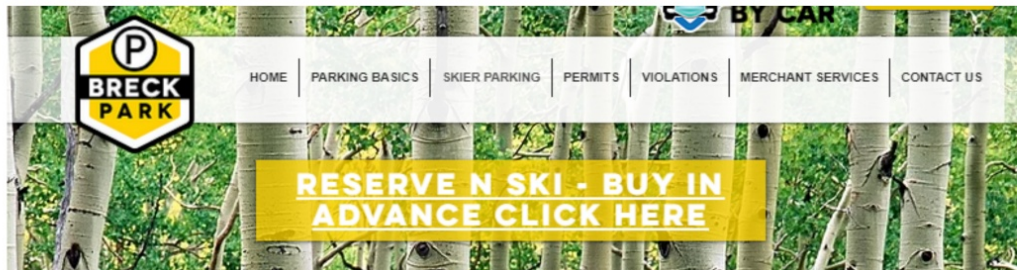
# UNENDING SOLUTIONS IMPLEMENTED BY INTERSTATE PARKING COMPANY OF COLORADO'S IMPLEMENTATION TEAM

## ADVANCED RESERVATIONS

## REAL TIME PUSH NOTIFICATIONS

## EASY-EFFICIENT-FUN

\*\* ALL SUBJECT TO YOUR APPROVAL \*\*





# SMILE, ENGAGE, HELP AMBASSADOR PROGRAM

## AMBASSADOR TRAINING

BRECKENRIDGE SKI RESORT 2019-2020



Picture by: Alexander Baker

## CUSTOMER SERVICE

- Treat all guests with the utmost importance
  - Guests are more likely to share negative experiences rather than positive ones
  - Make sure all guests are satisfied
- Try to understand the problem from the guests' perspective
  - The ability to understand frustration allows Ambassadors to choose the appropriate approach to de-escalate the situation



## MORNING ROUTINE

- Arrive at the office, ready to work by 6 AM
  - Please plan accordingly as extreme weather is common
  - Clock in upon arrival
- Morning meeting discussing safety and the days activities
- Prepare for the day - grab everything you will need!
- Arrive at your designated location by 6:30 AM
- Place out signs, ropes, traffic cones
- Shovel snow
- Wake up/clean off machines and make sure they are working correctly



## WEEKLY REVIEW

Discuss and reflect on the following:

- What did you notice this week that we can improve on next week?
- How was your performance?
  - What can you do to continue to improve week to week?

## SAFETY STANDARDS

Every morning before the Ambassadors leave the office, we have a safety meeting to discuss:

- Weather Conditions - making sure everyone has the proper clothing and equipment for that day.
- Traffic Control and OSHA Regulations

These meetings are logged every day. Supervisors will need to check off that each safety regulation was discussed.



## LOCAL STAFFING PLAN FOR GREEN MOUNTAIN FALLS

2021 Town of Green Mountain Falls								
DIRECT STAFF								
Position	Function	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Ambassador #1	Enforcement, Customer Service Ambassador					5am - 1pm	5am - 1pm	5am - 1pm
Ambassador #2	Enforcement, Customer Service Ambassador					7am - 4pm	7am - 4pm	7am - 4pm
Ambassador #3	Enforcement, Customer Service Ambassador					7am - 4pm	7am - 4pm	7am - 4pm
MANAGEMENT STAFF								
Position	Function	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Customer Service Coordinator	Parking Store, Telephone, Email, Online Chat, Community Outreach	7am - 5pm	7am - 5pm	7am - 5pm	7am - 5pm	7am - 5pm		
Customer Service Coordinator (Weekend)	Parking Store, Telephone, Email, Online Chat, Community Outreach	-	-	-	-	8am - 4pm	8am - 4pm	8am - 4pm
Marketing Manager	Daily Management, Community Outreach, Departmental Point for Town of GMF, Project Management, Creating a Positive Reflection on the First and Last Impression	Varies	Varies	Varies	Varies	Varies	Varies	Varies
Customer Experience Manager	On street management of the front line experience 5 days a week would be out on the street greeting guests to Town ensuring the sms sign is correct, ensuring that the first and last experience of GMF is superlative	Varies	Varies	Varies	Varies	Varies	Varies	Varies
General Manager	Daily Management, Community Outreach, Departmental Point for Town of GMF, Budget, Project Management, Creating a Positive Reflection on the First and Last Impression	Varies	Varies	Varies	Varies	Varies	Varies	Varies

# PARK GREEN MOUNTAIN FALLS PARKING AMBASSADORS AND CUSTOMER CARE TEAM

GMF Customer Care Service provides a 24 hour customer experience. The Customer Care Team can provide insight and assist on all parking in GMF as well favorite shops, restaurants, events, and trail-heads. Park GMF serves as an uniform service provider who can help in every aspect possible in Green Mountain Falls, CO. Smile, Engage, Help. is a constant with our Customer Care Team.

## SMILE. ENGAGE. HELP!



COMMENT



HAVE A GREAT DAY AND THANK YOU FOR PARKING WITH US!

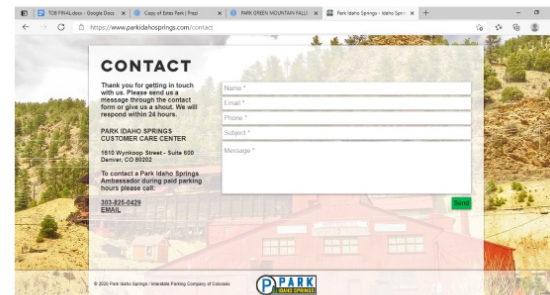
Thank you all for the wonderful customer service!! :)

Sent From My Sparkly iPhone

Thank you so much, Shelby! Really appreciate it and will definitely make sure I am paying for the correct zone going forward.

Appreciate your help, and hope you have a great day too!

Thanks again,  
Anna



### Customer Service — BRAND VALUES —

#### WHEN PARKING AT OUR LOCATIONS:

- 24 hour parking facility assistance
- Well maintained and inviting environment
- Informative and highly visible signage
- Modern and user-friendly technology
- Wide range of traditional and cutting-edge payment options

#### WHEN COMMUNICATING WITH US:

- Local customer service
- Same business day response and 24 hour issue resolution with no run around
- Modern communication options for contacting us
- Well trained, competent staff who take ownership in providing exceptional service
- Customized solutions for unique parking needs

Your group is amazing! Thank you thank you! Gina.





## PARK GREEN MOUNTAIN FALLS TURNKEY CUSTOMER EXPERIENCE

We propose a straight revenue split of 50% of net revenue to Green Mountain Falls with no up front costs for the Town.

Interstate of Colorado will provide a complete, turn key solution all subject to your approval:

- Leading edge solar powered kiosks (210 installed across Colorado)
- Tap n Explore from the convenience of your cell phone- access to trail head maps for Crystal Falls, Catamount and Thomas
- Friendly, knowledgeable, on street ambassadors who will direct customers to the gazebo or the washrooms
- Park Green Mountain Falls website that will become a focal point for mobility in the Community
  - Consistent, professional branding of GMF through all user experiences- website, uniforms, vehicles, signage, 24/7 customer care center

Like we have done with Park Idaho Springs the Town of Green Mountain Falls will have the final say on all parking rates, permit zones, paid zones, employee permits, signage, branding and technology upgrades.

Interstate of Colorado will provide the complete capital investment and our industry, renowned on street ambassadors at no cost to the Town. The same solution that we have implemented at over 70 locations across our wonderful State.

We are locally, owned and operated and we are committed solely to "wowing" everyone who visits your iconic Town!



## **TOWN OF GREEN MOUNTAIN FALLS**

### **ORDINANCE NO. 2021-05**

#### **AN ORDINANCE OF THE BOARD OF TRUSTEES OF THE TOWN OF GREEN MOUNTAIN FALLS ADDING A NEW ARTICLE XV TO THE GREEN MOUNTAIN FALLS MUNICIPAL CODE AUTHORIZING SPECIAL CODE ENFORCEMENT OF TOWN PARKING RULES**

**WHEREAS**, the Board of Trustees desires to expand their authorize specific persons to issue summonses and complaints for violations of Town parking regulations, provided that such individuals shall have no authority to detain or arrest individuals or impound property;

**WHEREAS**, the Board of Trustees finds and determines that this Ordinance is authorized under the Colorado Municipal Court Rules of Procedure ("MCRP");

**WHEREAS**, MCRP Rule 204(b)(3) provides that "[a] summons and complaint may be issued by a peace officer ";

**WHEREAS**, MCRP Rule 203(d) defines a "peace officer" to be "a duly appointed law enforcement officer of the state of Colorado or any political subdivision thereof, authorized by the constitution, statutes, charter, or ordinances to enforce municipal charter and ordinance violations";

**WHEREAS**, the definition of "peace officer" in the MCRP is determinative of who may serve as a peace officer for purposes of serving municipal summonses and complaints under MCRP Rule 204(b)(3), and the definition of "peace officer" in Title 16 and other Colorado state statutes is not relevant to the issue of who may service municipal summonses and complaints under the MCRP;

**WHEREAS**, this Ordinance is consistent with the MCRP, because it is enacted by the Board of Trustees of the Town of Green Mountain Falls, which is a political subdivision of the state of Colorado, and it authorizes special code enforcement officers of the Town to enforce municipal ordinance violations;

**WHEREAS**, it is the intent of the Board of Trustees that this Ordinance authorize special code enforcement officers of the Town to issue summonses and citations for violations of the Town's parking regulations.

#### **NOW THEREFORE, BE IT ORDAINED BY THE BOARD OF TRUSTEES OF THE TOWN OF GREEN MOUNTAIN FALLS, COLORADO:**

Section 1. A new Article XV of the Town of Green Mountain Falls Municipal Code is hereby added to read as follows:

#### **ARTICLE XV – SPECIAL PARKING CODE ENFORCEMENT OFFICERS**



**Sec. 2-310. – Creation.**

There is created the position of special code enforcement officer. All special code enforcement officers shall be hired or designated as a special code enforcement officer by the Town Manager, and may be employees, agents or independent contractors (or employees thereof) of the Town. Such special code enforcement officers may be hired on a temporary or permanent basis, and may work full- or part-time hours.

**Sec. 2-311 – Authority.**

(a) Special code enforcement officers shall have the authority to enforce all parking regulations set forth in this the Town of Green Mountain Falls Municipal Code, including without limitation, the parking regulations set forth in the Model Traffic Code adopted by the Town in Chapter 10.04.

(b) Special code enforcement officers may issue Municipal Court summonses and complaints for violations of the Code provisions they are authorized to enforce pursuant to subsection (a) hereof; provided that special code enforcement officers shall have no authority to detain or arrest individuals, or impound property.

Section 2. Severability. If any article, section, paragraph, sentence, clause, or phrase of this Ordinance is held to be unconstitutional or invalid for any reason, such decision shall not affect the validity or constitutionality of the remaining portions of this Ordinance. The Board of Trustees hereby declares that it would have passed this Ordinance and each part or parts hereof irrespective of the fact that any one, or part, or parts be declared unconstitutional or invalid.

Section 3. Safety. The Board of Trustees finds that the adoption of this Ordinance is necessary for the protection of the public health, safety and welfare.

Section 4. Effective Date. This Ordinance shall become effective 30 days after publication.

ADOPTED AND ORDERED PUBLISHED the 4th day of May, 2021, at the Green Mountain Falls Town Hall, 10615 Green Mountain Falls Road, Green Mountain Falls, Colorado 80819.

\_\_\_\_\_  
Jane Newberry, Mayor

ATTEST:

\_\_\_\_\_  
Matt Gordon, Town Clerk/Treasurer

Published in the Pike Peaks Courier, \_\_\_\_\_ 2021.

## PARKING MANAGEMENT AGREEMENT

### Town of Green Mountain Falls

This PARKING MANAGEMENT AGREEMENT is made and entered into this 4th day of May 2021 by and between INTERSTATE PARKING COMPANY OF COLORADO LLC, a Colorado limited liability company (hereinafter called "Interstate") and the Town of Green Mountain Falls, Colorado, a Colorado statutory Town (hereinafter called "Town").

WHEREAS, the Town owns or manages approximately 250 parking spaces in the Town (herein called the "Parking Facilities"),

WHEREAS, the Town desires to engage Interstate to manage the Parking Facilities, and Interstate desires to manage the Parking Facilities;

NOW, THEREFORE, The Town and Interstate agree as follows:

#### 1. Engagement:

1.1 The Town hereby engages Interstate, and Interstate hereby accepts engagement by the Town, to manage and maintain the Parking Facilities in a first-class manner in accordance with the terms and conditions hereinafter set forth. Interstate shall carry out the Town's policies and execute directives pertaining to parking facility management in matters not specifically provided for herein, including, without limitation, parking rates, labor schedules, number of residential/employee parkers, terms and conditions of daily and residential/employee parking, and parking arrangements for employees of the Town.

#### 2. Term and Termination:

2.1 The initial term of this Agreement shall be for twenty-four (24) months, from May 4th, 2021 (the "Commencement Date") to April 30th, 2023, unless terminated earlier as may be permitted in this Agreement (the "Initial Term"). Upon the expiration of the Initial Term, this Agreement may be extended for any number of additional one (1) year terms (individually, a "Renewal Term") unless either party notifies the other in writing at least thirty (30) days prior to the expiration of the Initial Term or a Renewal Term that the party does not want the term to renew, and then the Agreement shall end at the end of the current Term. Where used in this Agreement, "Term" shall include the Initial Term and any Renewal Term(s). Each twelve (12) consecutive month period beginning on the first day of May and continuing through the last day of the following April during the term of this Agreement shall be referred to as an "Operating Year."

2.2 Either party shall have the right to terminate this Agreement in the event the other party has failed to perform any of the terms and conditions specified herein, if said failure has been called to the attention of the responsible party in writing via certified mail or email and that party has not corrected said failure within thirty (30) days, or within such additional time as is reasonably necessary, of its receipt of written notice. In the event of such termination, this Agreement shall terminate immediately, and all compensation and other fees shall be paid through the termination date.

### 3. Management Fee

3.1 As compensation for the services rendered by Interstate, the Town will pay Interstate a monthly management fee equal to 50% of the Net Revenue, as that term is hereinafter defined (the "Management Fee"). The Management Fee shall be calculated and paid monthly. At the end of each Operating Year (April, 2022 and 2023) or an earlier Termination Date, Interstate shall calculate the Management Fee for the respective period and "true up" the Management Fee by either paying to the Town any excess amount paid during the prior period or collecting from the Town any amounts earned but not paid in the prior period.

3.3 On or before the 15th day of each month, Interstate will give the Town a statement with statistics and analysis for the preceding calendar month setting out the Net Revenue and Management Fee for such month in a format approved by the Town (the "Statement"). The Town will receive 50% of net revenue from Interstate for the preceding calendar month with the statement on the 15<sup>th</sup> of the month.

3.4 In this Agreement:

- (a) "Gross Revenue" means all revenue, whether hourly, daily or residential, collected by Interstate in connection with the operation of the Parking Facilities.
- (b) "Transaction Fees" means all transaction fees charged by a credit or debit card processing institution for processing payments of Gross Revenue by a credit card and third-party advance reservation sales commissions such as those charged by the Tap N Explore qr code programmers for each usage of Park Green Mountain Tap N Explore. For clarity, the customer is charged a 20 cent convenience fee per transaction for each Tap N Explore qr code transaction that is a direct flow through to the company that creates the qr code for providing the service.
- (c) "Operating Expenses" means those expenses paid by Interstate without reimbursement from the Town and listed in Exhibit A. All other costs in connection with the Parking Facility, including, but not limited to snow removal, capital maintenance of the Parking Facilities, lighting, line painting, litter removal, asphalt repairs, and grading for the Parking Facilities, are specifically excluded from the definition of Operating Expenses and shall be paid directly by the Town. Interstate acknowledges and agrees that the Town will be maintaining the Parking Facilities in generally their current condition, but will not be paving the Parking Facilities, painting parking spaces, or providing additional lighting. Although the Town may do so in the future, the Town's failure to do so shall not be a breach of this Agreement.
- (d) "Taxes" means all transaction value, ad valorem, sales and use taxes, rates, charges or assessments levied, rated, charged or assessed or required to be collected or paid (or both collected and paid) in the operation of the Parking Facilities.
- (e) "Net Revenue" means Gross Revenue minus Transaction Fees and Taxes.

(f) "Balance of Revenue" means Net Revenue minus Management Fee.

3.5 All Taxes, if any, separately stated as required by law, shall be collected by Interstate from customers and transmitted to the taxing authority as required.

3.6 If this Agreement commences on any date other than the first of the month, then the parties shall adjust all revenues, expenses, deposits and accounts receivable as of midnight the evening before the Commencement Date.

4. Staff and Complaints:

4.1 Interstate shall employ at the Parking Facilities a sufficient number of honest, competent and courteous personnel capable of managing and maintaining Parking Facilities in accordance with the terms and conditions hereof such that the Parking Facilities shall be operated in a first-class manner similar to other first-class parking facilities of similar type in the area. Personnel shall be screened by Interstate before hiring and shall be employed, disciplined, discharged, promoted and directed in the performance of their duties by Interstate, including in accordance with OSHA regulations. All personnel providing services hereunder shall be and remain, at all times, employees of Interstate and shall not be considered the employees or agents of the Town for any purpose. Interstate shall provide all necessary executive and supervisory personnel who are not stationed at the Parking Facilities but are required for the proper management of the Parking Facilities.

4.2 The number of persons employed at the Parking Facilities shall be satisfactory to the Town and shall be increased or decreased as required by the Town. All personnel shall wear neat and clean uniforms provided by Interstate as approved by the Town. Interstate shall negotiate and obtain any necessary labor agreement. The Town shall have the right to require the removal of any employee from the Parking Facilities whose conduct shall not reasonably satisfy the Town.

4.4 Interstate agrees to handle and record in a prompt and courteous manner all complaints by patrons of the Parking Facilities pursuant to a protocol to be agreed upon by Interstate and the Town.

5. Compliance with Laws: Interstate shall comply with all federal, state and municipal laws, ordinances and regulations pertaining to the Parking Facilities or the business conducted therein by Interstate including, without limitation, laws relating to equal opportunity employment and federal, state and municipal tax withholding laws. Any reasonable expense incurred by Interstate by reason of this section shall be included as Operating Expenses.

6. Hours of Operation: Subject to such laws as may be applicable to the Parking Facilities, the Parking Facilities will be open for business during the hours established by the Town, which the Town may alter from time-to-time. Upon commencement of this Agreement and subject to modification by the Town at its discretion, the Parking Facilities shall be open for business between the hours of 9 a.m. to 5 p.m. during each day.

7. Maintenance:



7.1 Interstate shall maintain the Parking Facilities operating equipment in working order, including but not limited to those items listed in Exhibit B: Interstate's license plate recognition technology, Interstate's vehicles and revenue control system, tap n explore qr code signage, online violation payment solution, resident and employee permits technology, applicable signage, hand helds, printers all of which shall be Operating Expenses. Interstate will consult with the Town on maintenance obligations in a timely and economical manner.

7.2 The Town shall maintain the Parking Facilities in a clean, neat, orderly and sanitary condition, free of dirt, garbage, rubbish and other refuse and free of objectionable odors, all in a manner comparable to other parking facilities.

7.3 The Town agrees to maintain the sidewalks and curb cuts adjacent to the Parking Facilities in accordance with applicable municipal ordinances. The Town shall also be responsible for all Parking Facilities repairs of a structural or capital nature, including, but not limited to: electrical, plumbing, pavement repair, painting of the parking stall lines, replacement of all mercury or sodium lighting tubes and ballasts, repairs to surface of the Parking Facilities including sinkholes and potholes. Any structural, mechanical, electrical or other installations or any alterations required by statutes or regulations pertaining to air quality, environmental protection, provisions for persons with disabilities, or other similar governmental requirements shall be the sole responsibility of the Town. It is agreed that any actions, costs, claims, losses, expenses, and/or damages allegedly resulting from design or structural faults or defects shall be submitted by the Town to its insurance carrier for evaluation.

7.4. Interstate agrees to pay for all instructional signage recommended and agreed upon with the Town for the Parking Facilities. The signage will be branded as the Town requires, and the Town and Interstate agree to work together to secure all governmental approvals and permits required for such signage per Exhibit C.

8. Gross Revenue, Cash Deposits and Disbursements and Controls: Interstate shall install and maintain a system of internal controls covering income and expenses.

- (i) Gross Revenue: Interstate shall install and maintain an accurate and efficient accounting system for Gross Revenue of the Parking Facilities. All records pertaining to Gross Revenue including, without limitation, residential parking records, coupon and validation sales and redemption records, daily reports and deposit slips shall be available for examination and audit to the Town and its authorized representatives upon fifteen (15) days written notice by the Town to Interstate.
- (ii) Disbursements: Interstate shall install and maintain at its main office in an accurate and efficient accounting system for disbursements of the Parking Facilities. Such system shall evidence all monies disbursed by Interstate with respect to the management of the Parking Facilities. All records pertaining to disbursements shall be maintained by Interstate, but shall be available to the Town and its authorized representatives for examination and audit upon fifteen (15) days written notice by the Town to Interstate.

- (iii) Pricing: The Town shall provide parking pricing by location to Interstate no later than sixty (60) days in advance of each season during the Term. Interstate is responsible for updating pricing in the kiosks and all other point of sale locations including but not limited to online sales and mobile applications. The Town reserves the right to adjust pricing at any time provided the Town communicates such changes to Interstate in writing with at least thirty (30) days advance written notice. Notwithstanding, if the Town elects to reduce pricing that results in a material reduction in Gross Revenue, the Town and Interstate agree to negotiate in good faith an adjustment to the Management Fee such that the parties share equally in any reduction in Gross Revenue caused by such price reduction.

9. Equipment. The Town and Interstate acknowledge and agree that Interstate will install, maintain, and when necessary, remove at the Parking Facilities the equipment set forth on Exhibit B (hereinafter, the “Equipment”) at Interstate’s expense.

10. Insurance:

10.1 Interstate shall obtain and maintain the following types of insurance in not less than the indicated amounts in companies authorized to do business in the state where the Parking Facilities are located:

- (i) Interstate shall obtain and maintain, with respect to all persons employed by it at or for the Parking Facilities, Worker's Compensation Insurance as follows:

Part A:	Statutory
Part B- Each accident	\$1,000,000
- (ii) Interstate shall obtain and maintain commercial general liability (CGL) (including bodily injury and property damage) insurance and shall include the Town as an additional insured, in the amount of \$1,000,000 combined single limit each occurrence, \$2,000,000 aggregate.
- (iii) Interstate shall obtain and maintain automobile liability insurance and shall include the Town as an additional insured, in the amount of \$1,000,000 combined single limit each occurrence, \$2,000,000 aggregate.
- (iv) Interstate shall obtain and maintain excess liability insurance over the CGL, GKLL and Employer’s Liability coverages and shall include the Town as an additional insured in the amount of \$5,000,000.
- (v) Interstate shall obtain and maintain crime insurance on all its employees as follows:

Employee Dishonesty:	\$100,000
Theft, Disappearance, Destruction (Money, Securities – Inside)	: \$100,000
Theft, Disappearance, Destruction (Money, Securities – Outside):	\$100,000
The Town’s Property:	\$100,000

10.2 Certificates evidencing such insurance, and naming the Town as an additional insured with

respect to Interstate's operations, shall be furnished by Interstate within five (5) days of the Effective Date and Interstate must provide an updated certificate evidencing insurance at the commencement of each Operating Year. Premiums with respect to the policies which Interstate must obtain shall be paid by Interstate.

11. Indemnities:

11.1 Interstate shall, at its own cost and expense, defend, indemnify and hold the Town, its parent, subsidiaries, and affiliated and related companies, and each of their officers, directors, shareholders, employees, trustees and agents against and with respect to any and all claims, proceedings, complaints, investigations, demands, causes of action, interest, penalties, damages, liabilities, losses, costs and expenses, arising out of, based upon or relating or pertaining to claims made by third parties and attributable to the negligence or willful misconduct of Interstate or any of its agents, servants or employees, including, without limitation, property damage and injury or death to any person.

11.2 *[Intentionally omitted]*

11.3 NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, OR PUNITIVE DAMAGES (OR ANY COMPARABLE CATEGORY OR FORM OF SUCH DAMAGES, HOWSOEVER CHARACTERIZED IN ANY JURISDICTION), ARISING OUT OF OR RESULTING FROM THE PERFORMANCE OR NONPERFORMANCE OF ITS OBLIGATIONS UNDER THIS AGREEMENT, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT, NEGLIGENCE, TORT, STRICT LIABILITY, PRODUCTS LIABILITY OR OTHERWISE, AND EVEN IF FORESEEABLE OR IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

11.4 The indemnities in this Section shall survive the expiration or earlier termination of this Agreement.

12. Security: The Town expressly acknowledges that Interstate's obligations in connection with the management, operation and promotion of the Parking Facilities, and employment of persons in connection therewith, do not include the rendition of service, supervision, or furnishing of personnel in connection with the personal safety and security of employees, tenants, customers, or other persons within and about the Parking Facilities. Interstate does not have knowledge or expertise as a guard or security service, and does not employ personnel for that purpose, nor do Interstate's employees undertake the obligation to guard or protect customers against the intentional acts of third parties. The Town will determine, at the Town's discretion, whether and to what extent any precautionary warnings, security devices, or security services may be required to protect patrons in and about the Parking Facilities.

13. Meetings: The Town shall appoint an individual to serve as liaison with Interstate for the purpose of reviewing all matters under this Agreement. As requested by either the Town or Interstate, at a mutually agreeable time and place, the Town's and Interstate's representatives shall meet to carry out these purposes.

14. Permits and Licenses: Interstate shall apply for and secure, in its own name, all municipal permits and licenses required for the Parking Facilities and carry out the responsibility under all

such permits and licenses to the public and to the agencies having jurisdiction. Any expenses incurred by Interstate in discharging its responsibilities under this Section shall be Operating Expenses.

15. Attorney Fees. [*Intentionally omitted*]

16. Notices: Any notice, approval or other communication required hereunder shall be deemed given if sent by certified mail, return receipt requested, to the address set forth below or to such other address as was last designated by a written notice of the other party:

If to The Town:

Town of Green Mountain Falls  
Attn: Town Manager  
P.O. Box 524  
10615 Green Mountain Falls Road  
Green Mountain Falls, Colorado 80819  
[manager@gmfco.us](mailto:manager@gmfco.us)

With a copy to:

Town of Green Mountain Falls  
Attn: Town Clerk & Treasurer  
P.O. Box 524  
10615 Green Mountain Falls Road  
Green Mountain Falls, Colorado 80819  
[clerk@gmfco.us](mailto:clerk@gmfco.us)

If to Interstate:

Interstate Parking Company of Colorado, LLC  
Attn: Gareth Lloyd  
1610 Wynkoop Street, Suite 600  
Denver, Colorado 80202  
[glloyd@interstateparking.com](mailto:glloyd@interstateparking.com)

With a copy to:

Attn: Tony Janowiec  
710 North Plankinton Avenue, Suite 700  
Milwaukee, WI 53203  
Telephone No.: (414) 274-2861  
Email: [tjanowiec@interstateparking.com](mailto:tjanowiec@interstateparking.com)

17. Modification: This Agreement shall constitute the entire agreement between the parties hereto, and it may not be amended except in a written document signed by each party.

18. Benefits and Burdens: The terms and conditions hereof shall be binding upon and shall inure to the benefit of the Town, Interstate and their respective successors and assigns.



19. Independent Contractor: Interstate is an independent contractor; nothing herein shall be construed to create a fiduciary relationship, partnership, joint venture or other business relationship between the parties.

20. Severability: In the event that any one or more of the provisions contained herein shall, for any reason, be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provisions of this Agreement, but this Agreement will be construed as if such invalid, illegal or unenforceable provisions had never been contained herein, unless the deletion of such provision or provisions would result in such a material change so as to cause completion of the transactions contemplated herein to be unreasonable.

21. Governing Law and Venue: This Agreement shall be governed by and construed in accordance with the laws of the state of Colorado. Venue for any legal action relating to or arising out of this Agreement will be in the Courts of Clear Creek County, State of Colorado.

22. Assignment and Subcontracting. Interstate covenants and agrees that it will not assign or transfer its rights, duties or obligations hereunder without first obtaining the written consent of the Town. Any attempts by Interstate to assign or transfer without such prior written consent of the Town shall, at the option of the Town, automatically terminate this Agreement and all rights of Interstate hereunder. Such consent may be granted or denied at the sole and absolute discretion of the Town.

23. No Third-Party Beneficiary. The enforcement of this Agreement, and all rights of action relating to enforcement, are strictly reserved to the Parties. Nothing in this Agreement gives or allows any claim or right of action by any person or other entity on this Agreement, including subcontractors and suppliers. Any person who or other entity other than the parties that receives services or benefits under this Agreement is an incidental beneficiary only.

24. TABOR. The Parties understand and acknowledge that the Town is subject to Article X, § 20 of the Colorado Constitution ("TABOR"). The Parties do not intend to violate the terms and requirements of TABOR by the execution of this Agreement. It is understood and agreed that this Agreement does not create a multi-fiscal year direct or indirect debt or obligation within the meaning of TABOR and, therefore, notwithstanding anything in this Agreement to the contrary, all payment obligations of the Town are expressly dependent and conditioned upon the continuing availability of funds beyond the term of Town's current fiscal period ending upon the next succeeding December 31. Financial obligations of the Town payable after the current fiscal year are contingent upon funds for that purpose being appropriated, budgeted, and otherwise made available in accordance with the rules and regulations of the Town of Green Mountain Falls and other applicable law. Notwithstanding any other provision of this Agreement concerning termination, upon the Town's failure to appropriate such funds, this Agreement shall automatically terminate.

25. Governmental Immunity. The Parties intend that nothing herein will be deemed or construed as a waiver by the Town of any rights, limitations, immunities or protections afforded to it under any federal, state or local constitutional, statutory or common law including, but not limited to, the Colorado Governmental Immunity Act (C.R.S. §§ 24-10-101 through 120), as that Act may from time to time be amended.

## 26. Work by Illegal Aliens Prohibited

- a. Interstate hereby certifies that, as of the date of this Agreement, it does not knowingly employ and/or contract with an illegal alien and that Interstate will participate in the E-verify Program or the Colorado Department of Labor and Employment Program in order to confirm the employment eligibility of all employees who are newly hired for employment in the United States.
- b. Interstate shall not knowingly employ or contract with an illegal alien to perform works under this Agreement. Further, Interstate shall not enter into a contract with a subcontractor that fails to certify to Interstate that the subcontractor shall not knowingly employ or contract with an illegal alien to perform work under this Agreement.
- c. Interstate hereby certifies that it has confirmed the employment eligibility of all employees who are newly hired for employment to perform work pursuant to this Agreement through participation in either the E-verify Program or the Colorado Department of Labor and Employment Program.
- d. Interstate is prohibited from using the E-Verify Program or the Colorado Department of Labor and Employment Program to undertake pre-employment screening of job applicants while this Agreement is being performed.
- e. If Interstate obtains actual knowledge that a subcontractor performing work under this Agreement knowingly employs or contracts with an illegal alien, Interstate shall be required to: (a) notify the subcontractor and the Town within three (3) days that Interstate has actual knowledge that the subcontractor is knowingly employing or contracting with an illegal alien; and (b) terminate the subcontract with the subcontractor if within three (3) days of receiving the notice, required pursuant to C.R.S. § 8-17.5-102(2)(III)(A), the subcontractor does not stop employing or contracting with the illegal alien; except that Interstate shall not terminate the Agreement with the subcontractor if during such three (3) days the subcontractor provides information to establish that the subcontractor has not knowingly employed or contracted with an illegal alien.
- f. Interstate shall comply with any reasonable request by the Colorado Department of Labor and Employment made in the course of an investigation that the Department is undertaking pursuant to the authority established in C.R.S. Title 8, Article 17.5.
- g. If Interstate violates this Subsection, the Town may terminate this Agreement for breach of Agreement. If this Agreement is so terminated, Interstate shall be liable for actual and consequential damages to the Town.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the Town and Interstate have caused this Agreement to be executed as of the date first set forth above.

INTERSTATE:

INTERSTATE PARKING COMPANY OF  
COLORADO LLC

By: \_\_\_\_\_  
Gareth James Lloyd  
Executive Vice President and Operating Partner

THE TOWN:

GREEN MOUNTAIN FALLS

By: \_\_\_\_\_  
Angie Sprang, Town Manager

ATTEST:

\_\_\_\_\_  
Matt Gordon, Town Clerk



## EXHIBIT A

### LIST OF OPERATING EXPENSES

- (i) All wages, benefits and compensation of any kind of full-time Park Green Mountain Falls Ambassadors assigned to the Parking Facilities, including monetary fringe benefits such as worker's compensation insurance, unemployment insurance, social security, and health insurance
- (ii) Ticket supply, receipt paper and envelopes
- (iii) Marketing, consulting and business development for the Town's greater mobility plan
- (iv) Insurance costs, including premiums and loss control measures, and the cost of any claims, including deductible or reimbursement clause amounts and including settlements, judgements, court appearances and reasonable legal fees and related costs and disbursements
- (v) Postage and invoicing
- (vi) Telephone Software Support and Internet fees for solar powered kiosks
- (vii) Uniforms
- (viii) Payroll processing and data processing expense
- (ix) Costs associated with the hiring, retention and development of all Parking Ambassadors provided under this Agreement
- (x) Accounting fees and costs of audits, if applicable
- (xi) Background checks of employees
- (xii) Cost of the Technology, including maintenance, installation, repairs and replacements, software support and upgrades as needed
- (xiii) Parking signage and enforcement outside of the town's paid parking spaces, including but not limited to the Town's residential areas and/or other no parking zones/areas

## EXHIBIT B

### THE EQUIPMENT

- (i) A Maximum of 15 Park Green Mountain Falls solar powered kiosks
- (ii) Metal Plates and bollards for the solar powered kiosks as required
- (iii) Vehicle(s) equipped with a license plate recognition parking enforcement system
- (iv) Handheld LPR devices for ticket issuance and printers
- (v) Applicable Signage
- (vi) Uniforms for parking ambassadors
- (vii) Parking store located in Colorado

## EXHIBIT C

### BRANDING AND WEBSITE FEATURES

Park Green Mountain Falls branding (approved by Town) to be included in signage, solar powered kiosk screens, uniforms, website and online marketing material:

Website Basic Features to Include:

- Interactive map
- Information pages including information pertaining to on and off-street public and privately owned parking
- Integrated live chat for online communication between customers and Interstate staff
- Customizable contact forms for residential, employee, service and construction and monthly contract parking permit application
- Access to Interstate's online residential and employee parking account management system
- Link to online citation payment website
- Integration of Survey Monkey (or comparable web-based survey program) survey forms as may be created for customer surveys by Interstate
- Capability to host compatible informational videos, notices, advertisements and presentations as may be created by Interstate or the Town
- Listing of special event parking information including event information and links to event websites, as applicable
- Designed with basic SEO maximization features
- Link or integration with online prepaid parking platforms including reservations in advance as so dictated by the Town
- Standard FAQ- how we make parking "Fun and Easy" in Green Mountain Falls
- Customer Feedback Page
- User page on how to use our tap n explore qr codes, employee permits, residential permits-multiple technology platforms



**Green Mountain Falls**  
COLORADO  
OFFICE OF THE TOWN MANAGER

10516 Green Mountain Falls Road  
PO Box 524  
Green Mountain Falls, CO 80819  
[www.gmfco.us](http://www.gmfco.us)

To: GMF Board of Trustees, Members of the Public and Press  
From: Town Staff  
Date: 30 April 2021  
Re: **PRESS RELEASE: TOWN HALL OPENING AFTER COVID CLOSURES**

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To the GMF Board of Trustees & Members of the Public and Press,

Town Hall is opening for foot traffic business officially on Monday, May 31<sup>st</sup>, 2021.

Regular hours of operation at town hall are ***Monday through Wednesday 8:30am to 5pm***. *Masks will be required in Town Hall. If you do not have a mask, one will be provided for you. There will be hand sanitizer available for patrons to help stop the spread.*

Due to budgetary constraints on staffing, Thursday and Friday the office will remain closed, but *full workdays for staff*.

We have learned a lot during the pandemic about our capacity to utilize technology to get work done quicker and more efficiently for members of the public. *Most town business can be conducted quicker online or via email and phone.* Though we are opening the Town Hall front office for foot traffic business, please remember there is still a global pandemic and we do have members of our staff that are high risk for developing severe COVID if infected. There is also a greater retirement age population in GMF that remains high risk for developing severe COVID if infected. Though we are open to the public, we do wish to keep everyone as healthy as possible, and we certainly don't want to spread the virus in GMF.

Members of the public are encouraged to continue utilizing our online resources, email, and telephone communications to conduct business whenever possible. Town staff does miss face-to-face interaction, as I am sure everyone has this during the isolation of the pandemic. Though the world is reopening, we need to remember that the threat of COVID remains. Town staff does want to interact and connect with members of the Community in ways that will not spread the virus.

Above all else, please be sure to take care of yourself, your family, and household during these unprecedented times. Health and safety are paramount, and we want to make sure we do everything in our power to get through COVID together safely and as healthy as possible as a Community.

Town Staff genuinely looks forward to opening Town Hall for face-to-face business and being able to interact and connect with the community again in a "normal" way.

Respectfully,  
Town Staff



# GMF Fire Mitigation Update

March 2021



# The Good News

- May 2020: GMF Trustees approved \$5K for 60/40 grant match w/ CUSP (60%)
- Effort
  - Create a mitigated buffer zone between USFS land along GMF's southern backslope (Mt. Rebecca) and GMF physical property (next slide)
    - Town land below Thomas Trail down to above private property on Hondo Ave.
  - Encourage expansion of defensible space on adjoining private properties.
- Method
  - "Lop and scatter" slash, based on steep topography and difficult access
  - Smaller limbs cut to less than 18" above ground, ground ignition less hazardous
  - Log / bole removal: future volunteer-based (firewood!)



List Map

green mountain falls

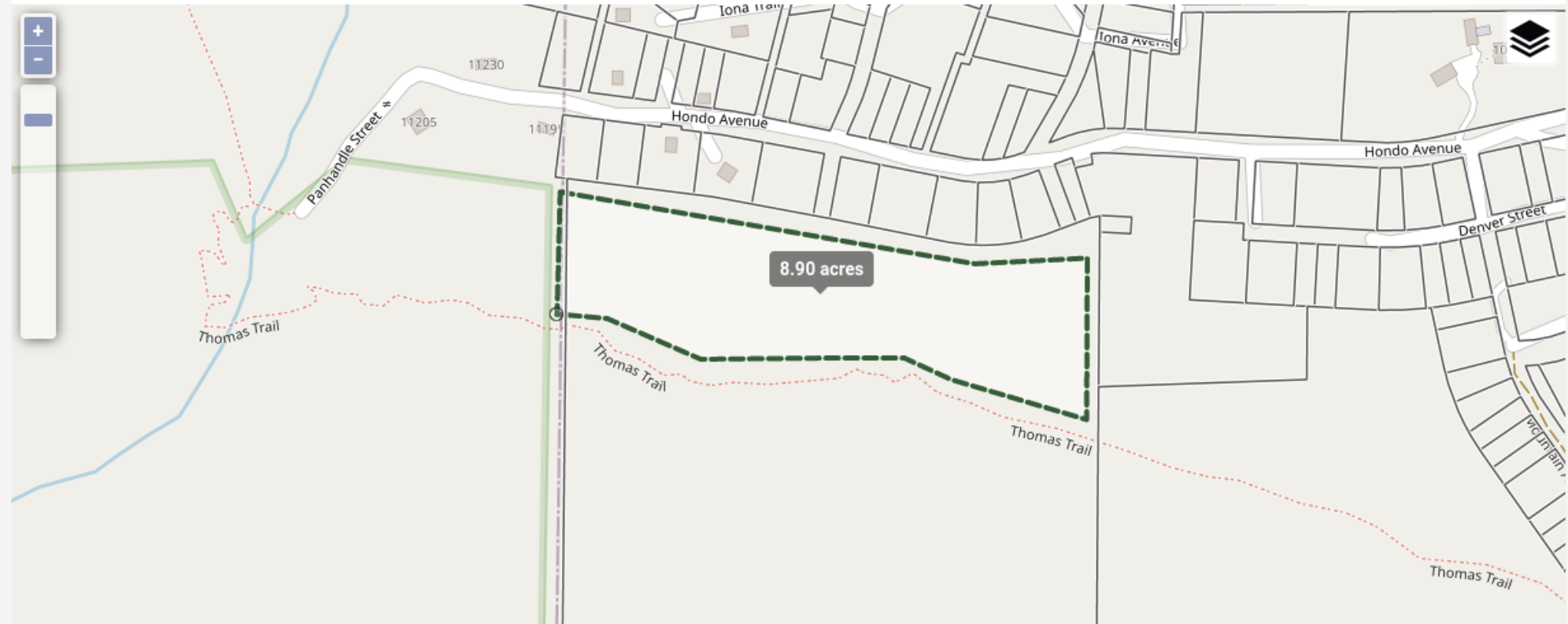
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Download

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Create Mailing List



# The Good News

- SWIFT crews performed work: 1.5 acres in summer '20
  - Ten hour work day, minus travel time from Canon City, approx 6.5 GMF work hours / day per sawyer
  - COVID restricted to 8-9 sawyers / day on crew (normally 20)
  - <https://www.coloradoci.com/serviceproviders/swift/index.html?intro>
- CUSP personnel continue work, as of Feb '21 completed 1.25 additional acres
- To Do: 1.25 additional acres, then CUSP will invoice GMF for \$4,800



List Map

green mountain falls

All

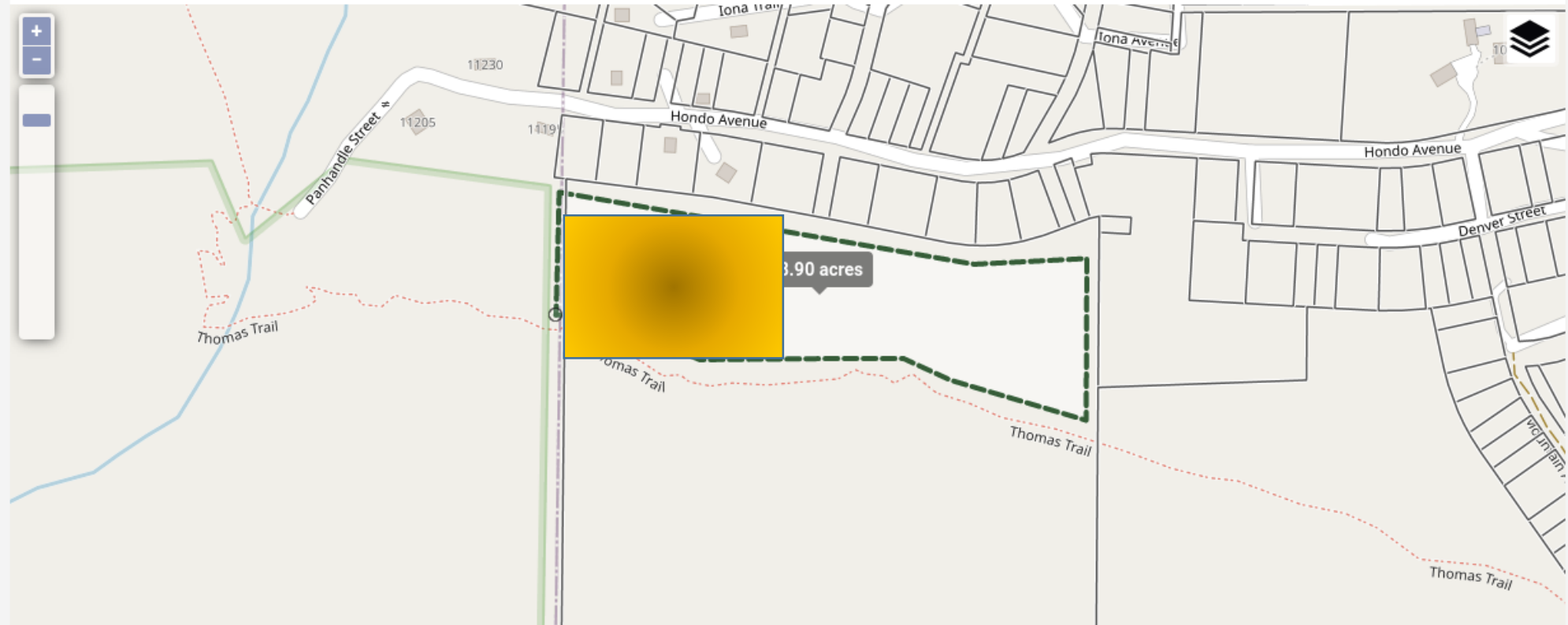


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Create Mailing List





# The Good News

- Progress





# The Good News

- Progress





# The Good News

- Progress





# The Good News

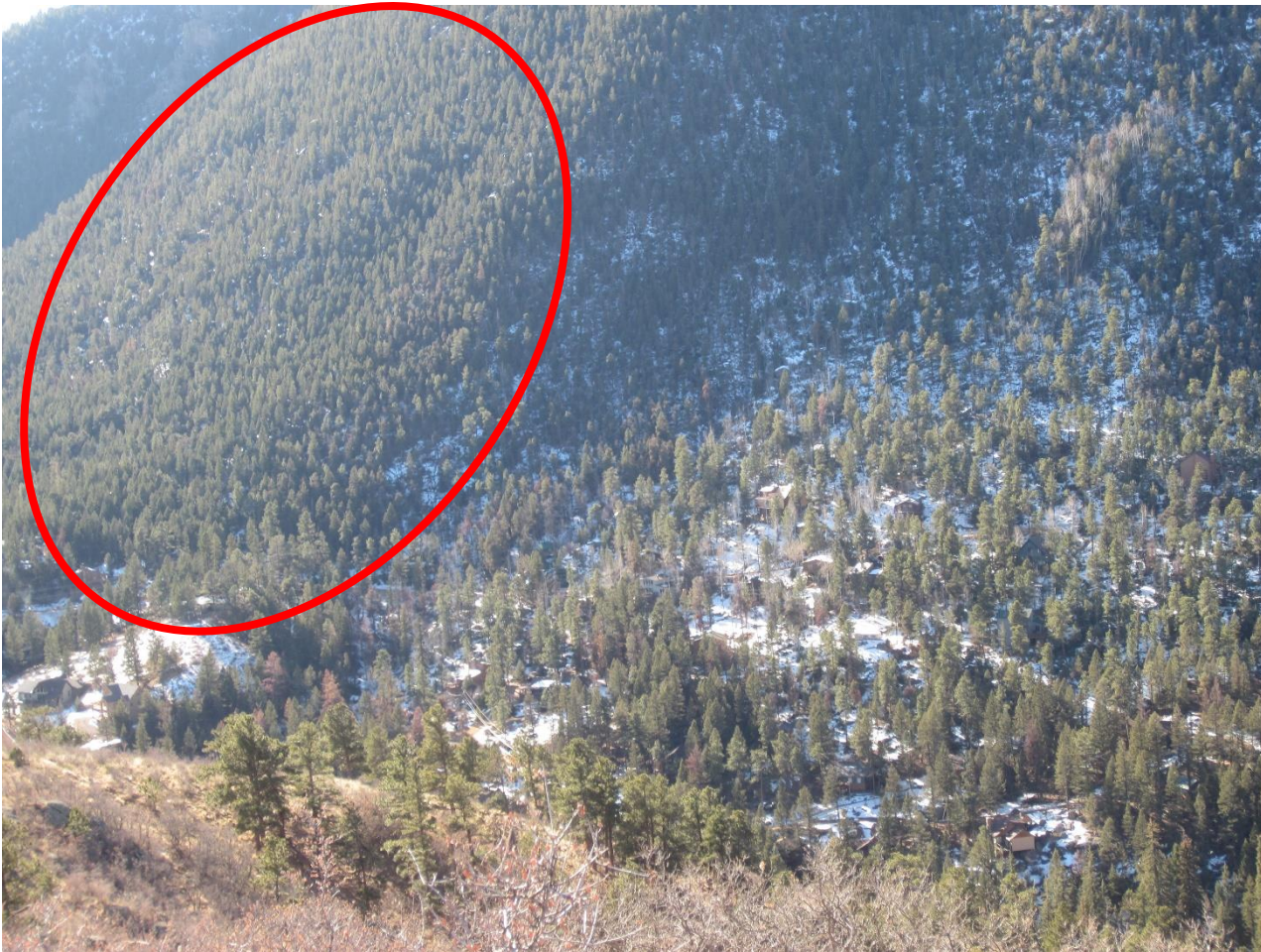
- Expansion of defensible space / nuisance tree removal on private property
  - Falls Ave
  - Belvidere





# ... and the Not-So-Good

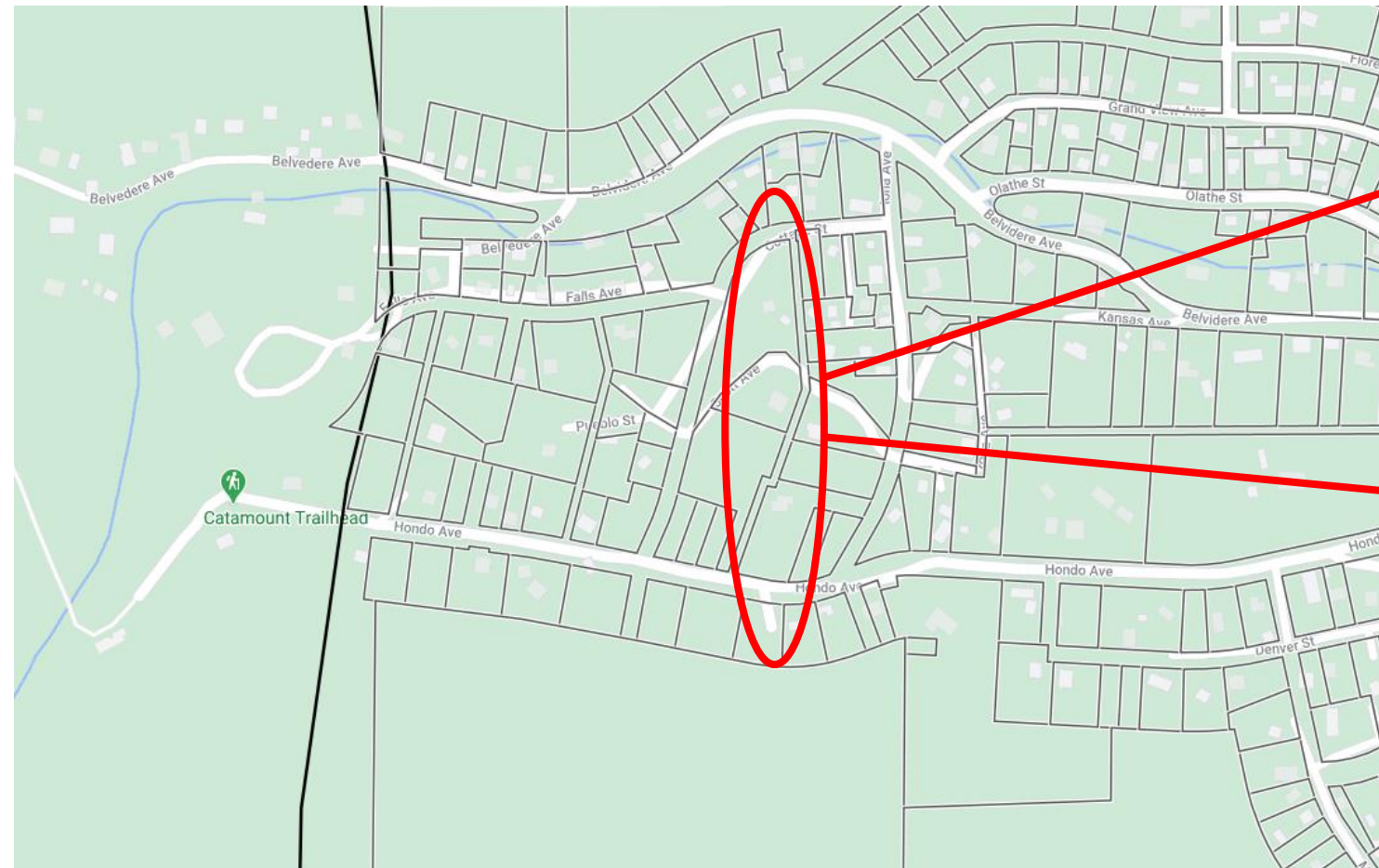
- Lots left to do!





# Nuisance Trees

- Mix of Scott Ave. (Town of GMF) right-of-way and private property





# Nuisance Trees

- Mix of Scott Ave. (Town of GMF)  
right-of-way and private property





# The Way Ahead

- Nov 2020: GMF Trustees approved \$16,500 for continued mitigation in FY21
- Effort
  - Seek grant match, CUSP awaiting results, should know by end of April
  - More mitigation on Town-owned backscape
  - Rights-of-way
  - Prioritize stands of dead/diseased trees
- Needed: sawyer access, survey determination