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CITY OF SACRAMENTO
CALIFORNIA

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September 25, 1997

City Council
Sacramento, California

SUBJECT: CUSTOMER SERVICE AT CITY LOTS OPERATED BY ACE PARKING

LOCATION AND COUNCIL DISTRICT: City Council District 1

RECOMMENDATION:

This report is for City Council information only.

CONTACT PERSON: Mark S. Miller, Parking Operations Superintendent, 264-7610

FOR COUNCIL MEETING OF: September 30, 1997

SUMMARY:

On July 29, 1997, City Council requested information regarding customer service at lots G, K and U, which serve the Downtown Plaza. Customer service for these lots is provided by Ace Parking under the direction and constant evaluation of the Downtown Department's Parking Operations Division. Since December 1995, the City and Ace Parking's Management team have worked cooperatively to establish and maintain customer service at the Plaza that is consistent with City-wide level of service standards.

COMMITTEE/COMMISSION ACTION:

None.

BACKGROUND INFORMATION:

The City Parking Operations Division is committed to maintaining a high level of service throughout the City's Parking Lot operations. Since September 1994, City Parking staff have collaborated with Ace Parking to operate Lots G, K, and U and adequately serve the Downtown Plaza.

In December 1995, the Ace Parking contract was revised to include service measurements, customer satisfaction ratings and a bonus program that resulted in improved operations at Lots G, K and U. This "hands on" approach assisted with the achievement of standards that are consistent with City-wide level of service standards and, the establishment of customer service and quality assurance benchmarks which are linked to management compensation (see Exhibit A).

The following components of the City's customer service program are used to maintain and identify standards:

- "Ghost shopper" audits coordinated by parking staff on a monthly basis. In these audits, individuals posing as shoppers enact scenarios designed to test employee responses to situations focusing on customer service (see Exhibit B).
- Weekly informational and troubleshooting meetings between the City and on-site Ace Parking Management staff.
- Monthly customer satisfaction surveys (see Exhibit C).
- Regular lot inspection by City representatives.
- City staff interface with Downtown Plaza staff/patrons/customers and follow-up on all complaints.

Additional customer service components provided by Ace through their corporate program are:

- Corporate training and customer relations program which includes new hire screening, orientation and supervised in-booth training (see Exhibit D for more specific detail on training outlined in the *Customer Service Training Handbook* for Ace Parking).
- Ace customer comment cards (see Exhibit E).
- Corporate office visits on a quarterly basis.

FINANCIAL CONSIDERATIONS:

The costs involved in providing and monitoring the customer service program described in this report are included in the operating budget for the Parking Enterprise Fund 412.

City Council
Customer Service at City Lots
Operated by Ace Parking
Page 3

ENVIRONMENTAL CONSIDERATIONS:

The actions discussed in this report are exempt from environmental review pursuant to CEQA Section 15306, "Data collection, research and resource evaluation activities".

POLICY CONSIDERATIONS:

The customer service policy is consistent with the City policy of providing high quality and cost-effective public services.

MBE/WBE:

None. No purchases of goods or services are associated with this report.

Respectfully submitted,



Mark S. Miller
Parking Operations Superintendent

RECOMMENDED APPROVED:

Approved:

William H. Edgar
City Manager

Thomas V. Lee
Deputy City Manager

MSM:bw