

TJ MAXX PLAZA
OWNER/EMPLOYEE PARKING PROGRAM
2018 HANDBOOK

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Planning Division

WHAT:

TJ Maxx Plaza operates a permanent employee parking program for all retailers which includes designated parking areas for owners, staff members and store managers.

WHY:

TJ Maxx Plaza is one of the most successful shopping destinations in the Roseville, California area. Ensuring an excellent customer experience is always our mission. As such, one of our goals is to provide convenient and accessible parking to our guests.

To achieve that goal, we must manage the parking of the store employee base driving to, and parking at, the center. The result of the Employee Parking Program is to leave the most desirable parking spaces for our customers. Customers should not spend their valuable time seeking parking spaces or stop shopping at the center because it is inconvenient to park. Rather, our goal is to help our customers make every minute count so that they can spend the bulk of their time shopping in your stores and increasing your sales.

OWNER/EMPLOYEE PARKING PROGRAM PLAN IMPLEMENTATION:

Here is how it works. All shopping center owners/employees have been divided into two parking groups:

1. Zone A – Carpooling/Bicycle Parking
2. Zone B – Permanent

Zone A: Carpooling/Bicycle Parking: Owners/Employees of the retailers are encouraged to participate in the Transportation Management Plan that has been incorporated at the center through the City of Roseville, which encompasses 20 carpool spaces as well as 16 bicycle parking racks. 10% of the total employee parking is earmarked for carpool parking.

Zone B: Permanent: The majority of retailers are assigned to permanent parking areas. Owners/Employees of these retailers are required to park in the areas in the parking fields (see Employee Parking Map) as well as display parking placards. Owners/Employees are to park in these areas only. Designated areas are retailer specific. These spaces are available on a first come first serve basis. If an area is full, owners/employees must move to the next available area. Owners/Employees are not allowed to park outside the areas noted on the map.

Every owner/employee working anywhere at TJ Maxx Plaza will have a designated area to park according to the criteria above.

REGISTRATION:

Here is what we need from you. To implement an effective program, **ALL** owners/employees who currently park at the shopping center are **required** to register their vehicle used to drive on the property for their shift. Each vehicle is entered into a secure database, and the parking areas are monitored daily to ensure owners/employees are parked in the appropriate areas.

Registration is available via a printed Employee Parking Registration Form distributed to store managers.

ENFORCEMENT:

This customer parking priority initiative **only works** if retail owners and their employee's participate accordingly. In an effort to manage this parking program properly, it is important to implement accountability measurements to ensure a continuous and seamless execution.

A Parking Assistant Team (PAT), operated by Securitas, will manage the program with Management. Parking Assistants will monitor the parking lot. The PAT are able to assist in directing owners/employees where to park and verifying that employee cars are parking in the designated areas.

The Employee Parking Program includes a penalty system if owners/employees do not park in the designated employee parking area. This includes written warning up to an imposed fine. Repeat offenders will be subject to towing (see Employee Parking Enforcement Program).

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A Parking Assistant Team (PAT), operated by Securitas, will manage the program with Management. Parking Assistants will roam the parking lot directing owners/employees where to park and verifying that employee cars are parking in the designated areas.

The employee parking policy includes a penalty system if owners/employees do not park in the designated employee parking area. This includes written warning up to an imposed fine. Repeat offenders will be subject to towing (see Employee Parking Enforcement Program).

COMMUNICATION:

The success of the TJ Maxx Plaza Employee Parking Program is greatly influenced by communication to all participants. The TJ Maxx Plaza Management Team, along with the support of the Parking Assistant Team, will provide details and assistance to owners and store managers in various methods including in-store visits, distributed memos and email updates.

RETAILER CONTACT:

The TJ Maxx Plaza Employee Parking Program relies on acquiring and updating Retailer Employee Information. As such, **each store should provide one primary retailer employee to be the on-site contact person** who is responsible for communicating the program internally to your Owners/Employee's and updating staff information (see Employee Parking Retail Contact Form).

PARKING MAP:

Please visit the last page for a map which indicates the parking zone for each store by color as well as an individual map that shows the carpooling parking stalls and bicycle parking locations.

SUPPORTING DOCUMENTS

The following documents may be requested at any time.

1. Parking Assistant Team Contact Information
2. Employee Parking Program Guidelines Summary
3. Employee Parking Enforcement Program
4. Employee Parking Retail Contact Form
5. Sample Employee Parking Registration Form
6. Frequently Asked Questions
7. Employee Parking Map
8. Employee Carpooling and Bicycle Parking Map

PARKING ASSISTANT TEAM CONTACT INFORMATION

Parking Assistant Team Office:

Phone: 858-369-7037

A supervisor will be available daily from 8:00am-4pm) Monday through Friday

Email: ashannon@gerritygroup.com

Registration and Information Available

Office Location: Space #412 at TJ Maxx Plaza between Fleet Feet and AAA.

EMPLOYEE PARKING PROGRAM GUIDELINES SUMMARY

1. Each retailer owner and employee at TJ Maxx Plaza who parks at the center is to register their vehicle including the store at which they are employed.
2. Owner and Employee registers only one time.
3. Owners/Employees are to park in their designated parking area 24/7. The owner/employee parking areas are NOT limited to shopping center hours.
 - a. Example: An employee working at 7am-3pm must park in the designated area.
 - b. Example: An employee attending a staff meeting from 8am-9am must park in the designated area.
4. Zone A: Owners/Employees registered with a Zone A employee provides for 20 designated carpool parking spaces, which encompasses 10% of the total employee parking as well as 16 bicycle parking racks. Expectations are that each retailer will provide carpooling information to its employees as well as directing them to the Management Offices kiosk if they require further information on this program.
5. Zone B: Owners/Employees are to park in any designated Employee area outlined on the attached map.
 - a. If an Employee parking area is full, the employee must proceed to the next available Employee parking area to park their vehicle.
6. The Employee Parking Program consists of documentation and escalating consequences for owners and their employees that do not park in designated areas (see Employee Parking Enforcement document).

EMPLOYEE PARKING ENFORCEMENT PROGRAM

The Employee Parking Program is managed by a Parking Assistant Team dedicated to ensuring customers find a convenient parking spot and owners/employees parks in designated employee parking areas.

Tracking and Enforcement Process:

1. If a car has been identified as a potential unregistered owner/employee automobile or a registered vehicle and not parked in the designated area, a written warning is placed on the vehicle to contact the Parking Assistant Team and to register the vehicle.
2. Upon the second violation notice that the car is not registered (or registered and not parked in the designated owner/employee parking area) and is a possible owner/employee vehicle, a second written warning is placed on the vehicle with a \$10 fee charged to Owner of business as well as a picture taken of the vehicle parked in the wrong place.
3. Upon the third violation notice that the car is not registered (or registered and not parked in the designated owner/employee parking area), another \$10 fee will be charged and a discussion will occur with the owner/employee that the vehicle will be towed at the owner/employee's expense on the fourth and final violation.
4. A contact phone number is included in the warning for the vehicle owner to reach the Parking Assistant Team.
5. Fee payment – Payment for violations will be charged to Owners account and should be paid with the monthly charges.
6. Owners/Employee's registered with a retailer assigned to Zone B must park in designated areas, and owner's/employee's registered with a retailer assigned to Zone A must park at designated parking area otherwise, enforcement steps listed above will be utilized.

Employee is a Customer:

1. Owners/Employees coming to TJ Maxx Plaza for shopping and not to work, must park in the designated parking zone.
2. Owners/Employees coming to TJ Maxx Plaza for shopping, and not to work, may obtain a daily (one-time use) "Employee Shopping Pass".
3. To obtain a pass, owner/employee must visit the Parking Assistant Team office the day of shopping trip.
4. Employee Shopping Pass is valid for 4 hours the day of request.
5. Employee Shopping Pass allows for parking in any available TJ Maxx Plaza parking spot.
6. Display Employee Shopping Pass on dashboard in front windshield.

Store Temporary Parking Pass:

1. Each store is assigned 2 Temporary Parking Passes.
2. This pass is valid for only one-hour and is to be used by a store manager or key employee for vehicle deliveries, pick-ups, deposits or other short business needs.

FREQUENTLY ASKED QUESTIONS

1. **Q.** If I am handicapped, do I need to park in designated employee parking areas?
A. No, vehicles with official handicap parking passes may park in any available designated handicap space at TJ Maxx Plaza.
2. **Q.** If I am coming in to pick up my pay check at my store and then leave, must I park in the employee parking area?
A. Yes. The only time an employee may park in a regular spot is with an "Employee Shopping Pass" or with a one-hour store temporary parking pass.
3. **Q.** Where is the Parking Assistant Team office located?
A. The office is located in Space #412 between Fleet Feet and AAA.
4. **Q.** How is the Zone B area identified?
A. The Zone B areas are visibly painted by a broad blue line painted at the start of the parking area and ends at the outer ring
5. **Q.** Will security escort Owners/Employee's to the distant Zone B parking areas especially late at night?
A. Yes, security staff offers escort for Owners/Employee's as requested. It is recommended that tenants have a buddy system or their own internal system as well.
6. **Q.** If I use my mother's car to drive to work, must I register it?
A. Yes, all Owners/Employee's must register any car they drive and park on-site.
7. **Q.** If I use my mother's car, how can she park and shop at the shopping center?
A. She will need to obtain an "Employee Parking Pass" for that day or park in the designated parking zone.
8. **Q.** What if I refuse to register my car and provide any of the personal information you are requiring.
A. The PAT team will patrol the parking lot and any employee vehicle which is not registered will continue to experience the steps of the Employee Parking Enforcement program including the risk of being fined or towed.
9. **Q.** What are the hours of the Parking Assistant Team office?
A. 8:00 AM to 4:00 PM daily Monday through Friday
10. **Q.** What shall I do if a customer comes in to my store and has been ticketed?
A. Please provide the customer with the Parking Assistant Team office phone number AND share with the customer that the center has a program to allow for the best parking spaces to be saved for customers and unfortunately their car was identified as an employee car by mistake. However, the Parking Assistant Team member will be able to swiftly remedy the problem.
11. **Q.** What if I received a "Shopping Pass" but need more than 4 hours in the center?
A. Please call the Parking Assistant Team office for an extension.

12. **Q.** I am temporarily injured and cannot walk any distances. May I have an exception to the parking program?
A. Unfortunately, except for authorized handicapped drivers, we cannot make any exceptions. We recommend that you consider a ride share so that you can be dropped off close to your store's entry point.
13. **Q.** I am a new employee and start tomorrow. How fast can I register?
A. Registration is simple and can be done and turned in the same day you start.
14. **Q.** What will the information I provide on the Employee Parking Vehicle Registration be used for?
A. The information regarding the employee and their vehicle is used only for tracking and enforcement of the Employee Parking Program. It will not be shared with any other parties. A full disclaimer is included on the Employee Parking Registration Form.
15. **Q.** What is the fine if I am ticketed more than twice?
A. Once a vehicle has been ticketed a second time with a \$10 fee imposed, any further fees will be \$65 each, and the vehicle may be towed.