

PROJECT SUMMARY



Public Storage Rebranding

The Project

After the business acquisition of Shurgard Storage by Public Storage, an Initiative was undertaken to rebrand 241 Shurgard Storage properties in eight states: Arizona, California, Colorado, Michigan, Mississippi, Oregon, Texas and Washington.

QPM managed ten sign contractors, a national electrical contractor for new lighted signs, and a national painter for decaling entire facility to eliminate any reference to Shurgard branding.

Project requirements included:

- Surveying of all 241 sites
- Soft branding on all 241 locations in five days (temporary bag signs)
- Permitting due diligence and all other permitting activities
- Preparation of photo simulation for approval by Public Storage
- Development of proprietary database to track budget, issue PO's, invoices
- Bid Preparation and management for work sign, electrical, and painting contractors
- Preparation and management of installation schedule
- Site visits before and after installation
- Generation of checklist and punch list for follow up
- Creation of Closeout Packages for each site and submitted to Public Storage for future reference

QPM also managed all Public Storage accounting for this project, including development of the \$6.5MM budget.

The QPM Solution

To accommodate both the extensive nature of the project as well as to ensure all sites were rebranded within 5 days, QPM developed a plan and process in two phases.

Phase 1:

Rebrand all 241 sites with temporary signage within the 5 day time period.

Phase 2:

Permanent rebranding and re-imaging of the (241) locations across eight states. Critical to success was clearly developing and defining a process that could be followed by all team members, installing confidence in the team's ability to succeed. This confidence was not only critical for QPM and our staff, but also for the various stakeholders of the customer that were impacted – Real Estate, Construction, Facilities and Operations. QPM designated one PM to manage the entire program, ensuring that the customer and vendors had one point of contact for questions, issues, concerns and updates.

Utilizing a mobilized team of 9 people, QPM surveyed all of the locations. By utilizing our proprietary web-based data system, project reporting and data sharing was “real time” and immediate. The database also included the program specifications, allowing both project managers and vendors to access the latest specifications and guidelines and use them to respond to questions in the field, reducing downtime.

The QPM-developed database also generated thousands of vendor purchase orders for necessary equipment orders, and QPM processed and tracked all invoices via this database, which allowed monitoring of the project budget ‘down to the penny’.

Results

QPM was responsible for the site surveys, permitting, and project management, punch list and close out for all (241) locations. QPM successfully managed the re-branding of these (241) locations on time and on budget on both phases of the program.

QPM's creative thinking and development of the Database System resulted in successful completion of the project on time and within budget.

QPM's Management System eliminated the need for Public Storage to hire at least five internal resources to manage the project's the purchase orders,

invoices, and tracking, generating an additional savings of approximately \$250,000.

The creation of QPM's system also eliminated the need for Public Storage to qualify vendors, since QPM contracted with the vendors directly. Public Storage was able to speed up their process and contract with all respective vendors to meet the project timeline.

More Information

For photographs of this project, as well as many more examples of QPM's experience with projects like yours, visit www.qpmlc.com and click on "Projects".